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THE NATIONAL NEWSPAPER OF MARKETING

'We Were Fired': Brown

Robertson Takes Babbitt Along as He Rejoins Geyer

Colgate Alumni Split as $2,000,000 Account Leaves Brown & Butcher

NEW YORK, Feb. 26—B. T. Babbitt Inc. announced today that after "amicable discussion" with its agency, and with the latter's "full agreement," it was switching its account to Geyer, Morey, Madden & Ballard, effective May 18.

The losing agency, Brown & Butcher, said: "We were fired, and we haven't been told why."

■ The new agency immediately announced that Ralph C. Robertson, formerly Babbitt advertising director, was returning as senior vp, a member of the board of directors and Babbitt account supervisor.

Babbitt's announcement said it needed "an agency that would serve both as advertising agency and the company's advertising department. Such an arrangement has been agreed upon."

Sam Ballard, president of Geyer, Morey, said there was some confusion in that statement and that actually only Mr. Robertson, and possibly his secretary, would be moving to Geyer.

Exactly two years ago—a week after Brown & Butcher was named to the account and two months after Marshall S. Lachner was

(Continued on Page 8)

When Is a Priority? . . .

Democrats Find TV Order Forms Are Hard to Get

'Why Don't You Flip Coin with GOP,' Is Suggestion of CBS, NBC

NEW YORK, Feb. 26—The story of the Democrats' effort to get the jump on the Republicans for a choice hour of tv time on election eve next fall would make fascinating reading for a congressional committee.

This behind-the-scenes struggle for the last word on the night before the voters name a new President came into the headlines (AA, Feb. 22) when CBS announced it will only accept orders for political broadcasts on an exclusive basis. At the time it was revealed that the Democrats and the Republicans had both made a request for 11 p.m. to midnight Nov. 7 on all three networks.

The question of who will actually get this hour is still very much up in the air; while the future remains in doubt, past de-

(Continued on Page 209)

Fresh!
Brach's Candy
Created Especially For Summer

GOODIES—*E. J. Brach & Sons, Chicago, will spearhead its biggest summer candy promotion drive with this color page in Life May 19 and May 26, and in This Week Magazine June 12. In-store display material will tie in. Tatham-Laird, Chicago, is the agency.*

ABC Is 'Logical' Initiator of Talk on Circulation: ABP

ABP Statement Says Group Still 'Dedicated to Paid Business Papers'

NEW YORK, Feb. 24—Associated Business Publications has issued a statement in which it suggests that the Audit Bureau of Circulations "initiate formal discussions which could lead to further standardization and comparability between terms and methods used in reports" of paid and free, or controlled, circulations.

The ABP proposal, made because of "widespread discussion" of the subject, cautioned that the move "should never lead to the qualitative reporting of paid circulation and non-paid distribution on the same form and under the same symbol in a manner that could make them indistinguishable." ABP added that it intends "to remain an association dedicated to servicing and promoting paid circulation business papers."

On Feb. 1, Nelson Bond, presi-

(Continued on Page 214)

It's a Whopper

This is the biggest issue of ADVERTISING AGE ever published—218 pages. It is a record issue in many other ways. It carries a record 157 pages of advertising. It represents the largest press run ever ordered for one issue—52,000 copies (part of this number will go to fill orders for extra copies, which are priced at $1 because of the bulk of this issue). And it covers billings of the largest number of agencies ever reported: 629 agencies, including a record 508 domestic and a record 121 foreign agencies.

629 Agencies Billed $5.4 Billion in 1959; 39 Topped $25,000,000

JWT's $328,000,000 World Billings Is Tops, McCann-Erickson Leads at Home with $231,000,000 Domestic Total, Dentsu High Abroad in 16th Annual AA Tabulation

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By John Crichton

NEW YORK, Feb. 25—In this issue of ADVERTISING AGE the 1959 billings of 629 agencies are reported, a group which has aggregate billings of $5.4 billion.

Last year we reported on the billings of 560 agencies, including 72 agencies whose home offices are in foreign countries (this year the foreign total is 121 agencies). The agency reports vary from agencies billing more than $300,000,000 a year to agencies billing less than $100,000 a year.

This year international billings again showed more dramatic growth than domestic billing, a trend AA commented upon a year ago.

■ This year's report carries more giants—agencies billing $25,000,000 or more a year—than any previous report. There are 39 agencies in this group, six more than last year. In total they billed $3.1 billion, compared with $2.7 billion for the 33 agencies in 1958.

These giants of the agency world continued to dominate the advertising business, although their percentage domestic increase in billing was relatively small during the year, with two notable exceptions—D'Arcy Advertising Co. and Tatham-Laird. D'Arcy recorded an estimated 30% gain in billing; Tatham-Laird's gain was around 70%.

Alphabetical Index to Agencies on Page 2

During the year seven new agencies moved up into the top bracket—Doherty, Clifford, Steers & Shenfield; Gardner Advertising Co.; Doyle Dane Bernbach; Geyer, Morey, Madden & Ballard; Ogilvy, Benson & Mather; Fletcher Richards, Calkins & Holden; and Tatham-Laird.

Nevertheless, the growth of the top bracket agencies is a postwar phenomenon. There are now 85 agencies billing $10,000,000 or more in the U.S. and Canada. In 1946 there were 31; in 1950 there were 45.

In this year's report there are two agencies billing more than $300,000,000; there are four over $200,000,000; and nine over $100,000,000. There are 18 over $50,000,000; in 1949 there were five.

■ In this year's report, the median agency in the over-$25,000,000 group billed $45,400,000. This figure, somewhat lower than 1958's, when the median was $60,000,000, reflects the addition of a number of agencies at the lower end of the bracket.

As it has for the last few years, the report reflects the growth of agencies by *merger* and by *international expansion*. Last year more agencies made international acquisitions or established offices abroad. More agencies are discussing international connections, and it is quite probable that the decade of the '60s will be marked by the movement of American agencies to other parts of the world. The reasons for the expansion are varied: in many cases it is to service clients already handled in the U.S.; in others it represents a source of profit and growth potential which is enormous, as more countries become industrialized and become profitable markets.

■ Only one agency which appeared in last year's report of the top group is absent this year—Kudner Agency. Of the rest of the group, only Grant Advertising showed a slight decline in billings. In 1958, a third of the agencies showed losses from the preceding year. This reflected the general recovery of the last half of 1959, the better

(Continued on Page 54)

IAA Convention in Caracas . . .

Like U.S. Agencies, Latins Haunted by Commission, Rate Card Problems

Venezuela's Pietri Gives 'Keep Out' Warning to Non-Native Agencies

By Milton Moskowitz
International Editor

CARACAS, Feb. 24—Some 175 delegates from 19 countries convened here this week for the first Latin American convention of the International Advertising Assn.

With Latin American ad expenditures now approaching the half billion dollar mark, interest in the convention was high. The three-day session, which closed today, was marked by spirited discussion of the agency commission system, the failure of media to stick to rate cards and the need for standardized practices.

A strong undercurrent of nationalism also punctuated the meeting. Latin American admen conceded their debt to the U.S., but they stressed they must "take our own road."

■ This theme was sounded in a keynote address by Dr. Arturo Uslar Pietri, director of Publicidad Ars, which claims to be the

(Continued on Page 214)

Last Minute News Flashes

Brunswick Holds Talks with Six Agencies

CHICAGO, Feb. 26—Brunswick-Balke-Collender Co. is reviewing its advertising program for bowling and billiard products and currently is talking to six agencies, including McCann-Erickson, its present agency. Other agencies reportedly in the picture for the $1,000,000 account are Leo Burnett Co., Tatham-Laird, North Advertising and Earle Ludgin & Co.

Chunky Chocolate Moves to Doherty, Clifford

NEW YORK, Feb. 26—Chunky Chocolate Corp. has switched advertising for its Chunky, Bit-O-Honey and Old Nick candy bars from Grey Advertising Agency to Doherty, Clifford, Steers & Shenfield Inc. The account bills an estimated $400,000.

Liebmann, AMF Join in Beer-Bowling Campaign

NEW YORK, Feb. 26—Liebmann Breweries and American Machine & Foundry Co. have linked up for a concentrated ad and promotion campaign boosting beer (Rheingold) and bowling (AMF pinspotters). The campaign, scheduled to kick off in March in northeastern markets, will use newspapers, magazines, car cards and outdoor advertising. Foote, Cone & Belding, New York, agency for the brewer, is handling the campaign.

(Additional News Flashes on Page 209)

Competitive Ads Not Unethical, Minor Says

Chrysler Unit's Exec Notes Boundary Between Aggressive, False Ads

NEW YORK, Feb. 23—Advertisers who have an honest competitive claim to make should not be scared off by critics who confuse competition with ethics, Jack W. Minor, director of marketing, Plymouth-De Soto-Valiant division of Chrysler Corp., said today.

In a talk before the Sales Executives Club of New York, Mr. Minor warned that the "most serious mistake advertisers can make today is to retreat to wishy-washy, namby-pamby, don't-offend-anybody advertising" in the face of criticisms of the ad business.

"We should bend over backwards to be ethical," he said, "but I'm convinced that frightened, frenzied self-censorship, plus an unnecessary atmosphere of repentance, can create a dangerous drift toward non-competitive, non-dramatic, non-memorable, non-selling advertising."

He said critics within the ad business, in their zeal for more self policing, must be careful lest they "resurrect a Hays office for advertising." He said advertisers should aid the Federal Trade Commission and other regulatory bodies in their efforts to clean up advertising's house, warned them "not to turn that house into a poorhouse by being any less aggressive and less competitive than you have an honest right to be.

■ "None of us condones misleading advertising," he said. "Purely from a good business point of view, we lean over backward to make sure our advertising is not misleading. At Chrysler Corp. we welcome the current government stand against all forms of dishonest, deceptive advertising.

"The trouble and problem is that a lot of other well-meaning people who are sniping at advertising are confusing competition with ethics. They've been highly critical—and justifiably so—of misleading advertising. But they haven't stopped there. They've gone right on past the dividing line between advertising which is dishonest and misleading and advertising which is competitively honest. They imply all advertisers are guilty." #

Bulova Forsakes TV This Spring for Print and Radio

NEW YORK, Feb. 25—Tv's loss of Bulova Watch Co. this spring will be radio's and magazines' gain.

In the middle of next month the company will return, after an absence of seven years, to the form of radio it made famous—time signals (AA, Feb. 8). The $300,000 schedule to run through June calls for announcements in the top 60 markets.

But most of the spring dollars—approximately 75%—will go into print. Color and b&w ads are set for *Ebony, Life, Look, Reader's Digest* and *The Saturday Evening Post*. A special campaign aimed at the teen agers will run in *Scholastic Roto, Senior Scholastic* and *Seventeen*. Also on the schedule are the First 3 Markets Group, *Parade, This Week Magazine* and independent supplements. The print drive will get rolling in April.

■ McCann-Erickson has prepared a series of tv spots for placement by the dealers in the spring "Swap-Up-Watch" campaign, but Bulova itself will not be buying any tv time this spring. In 1959 the company was an in-and-outer on a variety of NBC shows; there was no spot tv on the schedule last year.

But this shift in media does not mean that Bulova is disenchanted with tv, according to C. Terence Clyne, the McCann executive who rides herd on the watch account. He pointed out that Bulova's use of tv had been mainly on a seasonal basis and he said there weren't any shows around for spring that were "exciting enough" to recommend for a spring promotion. Mr. Clyne fully expects Bulova to be back on tv in the fall. #

Marshall Field Picks McCann for National Ads

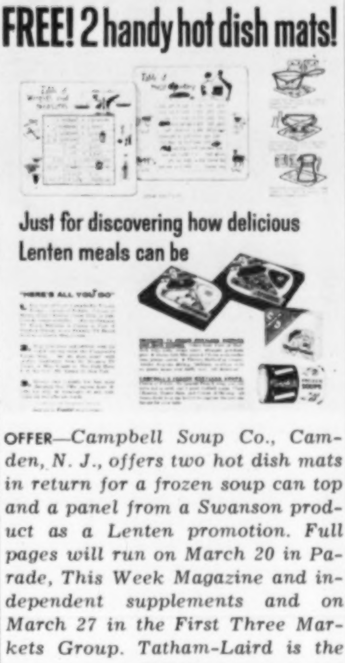
CHICAGO, Feb. 25—Marshall Field & Co., one of the largest retail advertisers in this city, has appointed McCann-Erickson to handle its national advertising, effective immediately.

The big department store has been a national advertiser for many years, but devotes only a small portion of its total ad budget to national media. Last year, the store used such magazines as *Esquire, Gentlemen's Quarterly, Harper's Bazaar, The New Yorker, Town & Country* and *Vogue*.

Both Marshall Field and McCann declined to discuss Field's national ad plans and budget. Marshall Field ran more than 6,000,000 lines of retail newspaper advertising in Chicago newspapers last year. Fletcher Richards, Calkins & Holden is the former agency. #

'59 Philanthropy Increased

American philanthropy totaled $7.8 billion in 1959, $700,000,000 more than 1958, according to *Giving, USA*, a publication of the American Assn. of Fund-Raising Counsel Inc. Individuals gave an estimated $6.1 billion; corporations accounted for $526,000,000, and foundations made grants of $700,000,000.


FREE! 2 handy hot dish mats!
Just for discovering how delicious Lenten meals can be
HERE'S ALL YOU DO

OFFER—*Campbell Soup Co., Camden, N. J., offers two hot dish mats in return for a frozen soup can top and a panel from a Swanson product as a Lenten promotion. Full pages will run on March 20 in Parade, This Week Magazine and independent supplements and on March 27 in the First Three Markets Group. Tatham-Laird is the agency.*

TV's Magazine Concept Already Here: Erickson

NEW YORK, Feb. 25—Discussions about the feasibility of the magazine concept for television are meaningless because it's already here, Rodney Erickson, head of Rodney Erickson Enterprises, intimated yesterday.

"Just as daytime programming has gone to almost an absolute magazine concept, so will go nighttime," Mr. Erickson told the Radio & Television Executives Society. A former vp of Young & Rubicam, Mr. Erickson now operates his own company, which is active in various phases of tv and allied businesses, in addition to personally handling special sales assignments for NBC-TV and Warner Bros.

The extension of participation selling, Mr. Erickson forecast, will bring more advertisers into tv. These newcomers, he said, will be dropped into hour shows "vertically, horizontally, seasonally and in every other conceivable manner." Many large advertisers already have lost their sponsor iden-

(Continued on Page 213)

Montgomery Ward Catalog to Offer Wilson Frozen Meat

CHICAGO, Feb. 23—Consumers will be able to buy frozen dinners, meats and poultry via mail order, starting April 1, it was announced this week by Wilson & Co. and Montgomery Ward & Co.

Wilson beef, pork, lamb, chicken, turkey and pre-cooked, frozen dinners as Menu-Paks—which formerly were available only to hotels, restaurants and institutions—will be featured by Ward's in a special food catalog.

Neither Wilson or Ward plans any special advertising campaign to promote the arrangement but Ward will mail flyers this spring to all catalog customers, publicizing the new deal.

■ The new catalog ordering method will be handled in three ways—phone orders, retail store catalog service and mail order. A minimum order of 25 lbs. will be required. All orders will be shipped to homes via Railway Express in sturdy containers, and the food will be sealed in moisture-proof airtight wrapping materials and packed in dry ice.

The arrangement marks Wilson's entrance into the consumer pre-cooked frozen dinner field. This is believed to be the first time that a major meat packer has sold meat via mail order through a retail department store chain. Both companies declined to discuss prices of the meats and dinners, and profit arrangements. #

Continues 'Tradition' Theme

The Bourbon Institute, which has launched its first foreign campaign (AA, Jan. 25), will use *Life, Look*, and the international editions of *Time* to again promote bourbon "as an American tradition" in 1960. Ad budget has been set at $675,000. During the institute's 1959 campaign—its first—bourbon sales increased an estimated 5,000,000 gals. over 1958, Adm. William J. Marshall, institute president, has reported.

Lanston Account Resigned

Carpenter-Proctor Inc., Newark, has resigned the account of Lanston Monotype Co., Philadelphia, because of a conflict with other accounts, effective March 1. The Lanston account came into the agency last September when Carpenter-Proctor merged with Rea, Fuller & Co., New York.

Airline's Contest O.K., but Don't Do It Again: CAB

Board Prohibits Future Contests to All Other Airlines as Well

WASHINGTON, Feb. 25—The Civil Aeronautics Board decided today that a prize contest which National Airlines conducted for its Florida-bound passengers in 1958 was legal but it warned that neither National nor any other airline better do it again (AA, Dec. 21, '59).

The board reversed an earlier decision by Hearing Examiner Merritt Ruhlen, who held the contest represented unfair competition and illegal fare rebate. While it declared emphatically that the contest was a legitimate form of advertising, it pinned a postscript on the decision which warned, "As a matter of policy, we do not want to leave the impression that we look with favor on contests as promotional devices for air transportation.

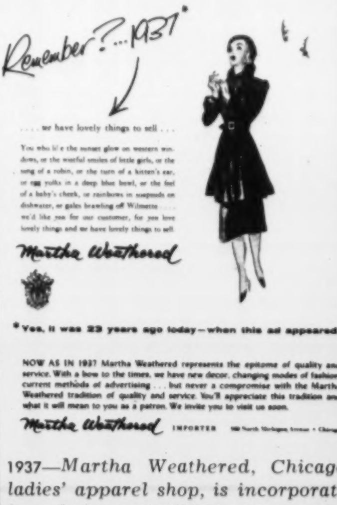
"On the contrary," CAB said, "we believe similar campaigns should not be encouraged. While National assures us that it has no intention of again running a prize contest of this type, we shall carefully examine any devices of this nature which may be initiated or employed by it or any other carrier in the future."

■ The contest was open only to National's passengers. However, CAB said there was no evidence other airlines were forced to use similar tactics to meet the competition.

The board noted there were only 217 prizes for 360,000 eligible passengers. "The prospect of a prize was too remote and speculative to consider the right to enter the contest as a refund of a portion of the fare," CAB said. "Since the winning of a prize depended on a crucial intervening factor—the writing of a statement which would meet the judge's favor—it is not reasonable to say the winners were refunded a portion of their fares."

Prizes for the contest, with value totaling $73,000, were obtained by National in trade deals. The airline committed itself to spend $300,000 in print ads and a minimum of $50,000 in radio-tv, aside from its expenditures in Florida.

Winners were selected on the basis of a 25-word essay to complete the sentence, "Florida living appeals to me because . . ." About 29,000 passengers entered. #


Remember?...1937*

. . . . we have lovely things to sell . . .

You who like the sunset glow on western windows, or the wistful smiles of little girls, or the song of a robin, or the turn of a kitten's ear, or egg yolks in a deep blue bowl, or the feel of a baby's cheek, or rainbows in soapsuds on dishwater, or gales brawling off Wilmette . . . . we'd like you for our customer, for you love lovely things and we have lovely things to sell.

Martha Weathered

*Yes, it was 23 years ago today—when this ad appeared!

NOW AS IN 1937 Martha Weathered represents the epitome of quality and service. With a bow to the times, we have new decor, changing modes of fashion, current methods of advertising . . . but never a compromise with the Martha Weathered tradition of quality and service. You'll appreciate this tradition and what it will mean to you as a patron. We invite you to visit us soon.

Martha Weathered IMPORTER

1937—Martha Weathered, Chicago ladies' apparel shop, is incorporating ads it ran in 1937 in its current series of ads. This ad runs in the Chicago Daily News March 8.

Highlights of This Week's Issue

Last week, Clarence E. Eldridge, senior consultant with Lennen & Newell, analyzed the problems of agency-client relationships and the agency compensation system in a speech devoted to various problems of the advertising business (AA, Feb. 22). In this issue, Advertising Age presents the complete text of his statement, beginning on Page 194.

Sunkist Growers will launch a $1,759,000 campaign to introduce four new frozen fruit concentrates for punches into national distribution .... Page 1B

Raytheon Mfg. Co., in a move to consolidate accounts, will switch about $1,000,000 in billings from Donahue & Coe and three other agencies to Fuller & Smith & Ross .... Page 6

Chain Store Age gives advertisers tips on displays in its annual "Display Manual" .... Page 18

Heloid Xerox will launch a $500,000 campaign in March to introduce its new 914 office copying machine .... Page 28

John S. Knight, president of Knight Newspapers, charges that newspaper selling and promotion leave a lot to be desired, as compared with other media .... Page 32

Admiral Corp. will break advertising next month for its new seven-transistor vest pocket radio .... Page 33

Frederick C. Stakel, former Aluminum Co. of America advertising director, buys stock of M. P. Mfg. Co. and renames it Fluted Paper Co. .... Page 41

Russell Eller, advertising manager, Sunkist Growers, asks for voluntary self rule of the advertising industry, with built-in provisions for censure of those who flaunt truth in advertising ..Page 42

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Peter G. Peterson, exec vp of Bell & Howell Co., suggests tv broadcasters invest more in research and development to prevent government interference .... Page 52

Cunningham & Walsh men are adjured to "Be dedicated—even at 10 o'clock Sunday evening" .... Page 198

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$1,759,000 Push to Introduce Four Sunkist Punches

Product Called Unique in Having Pure Fruit Base; Good Winter Sales Seen

Los Angeles, Feb. 23—After two years of intensive testing in selected markets, Sunkist Growers has set up a budget of $1,759,000 to launch four new frozen fruit concentrates for punches into national distribution.

The marketing investment will be partly for national advertising and partly for sales promotion, with the remainder to be used for an expanded sales force and marketing services.

The products are strawberry lemon punch, pineapple lemon punch, raspberry lemon punch and grape lemon punch.

The cooperative said that while sales were expected to pay for the bulk of the expenditure, a portion of the introductory cost would be met from its lemon products pool.

■ Not all media plans were revealed, but it was indicated that advertising will include at least seven ads in *Life* during the spring and summer. Major local campaigns in New York, Chicago, Philadelphia, Los Angeles and other cities call for the use of heavy schedules in radio, tv and newspapers.

In addition, two 10¢ coupon ads will run in newspapers in 49 markets to coincide with high beverage-consumption weekends, such as Memorial Day and July 4. Advertising will be supplemented by a number of merchandising materials, including direct mail, posters, shelf cards, sales kits and other promotion aids.

The campaign is based on projected sales estimates of almost 1,500,000 cases in 1960.

(Continued on Page 30)

Wesson Seeks Ad, Research Execs in Revamp; Lunau Goes

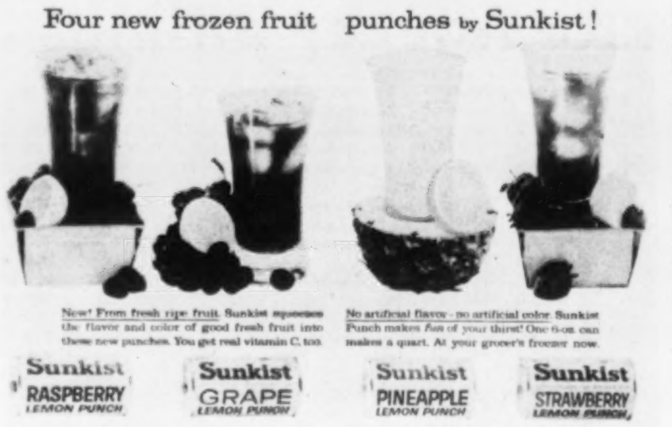
New Orleans, Feb. 24—The post of market research director at Wesson Oil & Snowdrift Co. here has been left vacant with the resignation of Eric Lunau, and two new posts have been created in the marketing department—one of them still unfilled.

The marketing department reorganization was uncovered when Advertising Age traced two blind ads for a creative advertising director and a market research director to Wesson.

Miles J. Kehoe, vp, said Mr. Lunau had left to join a consulting company in Los Angeles. The two new posts, he added, are part of a reorganization which has been "considered for some time."

Mr. Kehoe said that although the new position of creative advertising director is still vacant, another new post—marketing director for grocery products—has been filled by W. Fenton Guinee, former general sales manager. Mr. Guinee has been succeeded in that post by Warren Firey, who was assistant sales manager.

The company's ads appeared in the *Wall Street Journal*. The copy seeking a creative advertising director points out that the job is newly created and says that the company's ad budget "has been among 'the 100 largest' for years." Wesson was the nation's 99th largest advertiser, with total expenditures estimated about $6,000,000 in 1958 (AA, Aug. 31, '59). #



Four new frozen fruit punches by Sunkist!

New! From fresh ripe fruit. Sunkist squeezes the flavor and color of good fresh fruit into these new punches. You get real vitamin C, too.

No artificial flavor - no artificial color. Sunkist Punch makes *fun* of your thirst! One 6-oz. can makes a quart. At your grocer's freezer now.

Sunkist RASPBERRY LEMON PUNCH
Sunkist GRAPE LEMON PUNCH
Sunkist PINEAPPLE LEMON PUNCH
Sunkist STRAWBERRY LEMON PUNCH

FIRST NATIONAL ADVERTISING—*Sunkist Growers will introduce its four new frozen fruit punches nationally with this ad in Life in May. Six other ads in Life will follow this color spread during the summer.*

Still Hasn't Scratched . . .

Bon Ami, Its Scratch Banked on Paar, Needn't Scratch $1,000,000 in Ad Plans

Advertiser 'Held Breath' Until TV Emcee Decided He Would Return to Air

New York, Feb. 24—Nobody is more relieved that Jack Paar will be returning to work March 7 than Bon Ami Co. and its agency, Cole Fischer Rogow Inc. (AA, Feb. 15).

Most of Mr. Paar's other advertisers use this late-night NBC-TV show as a part of their ad effort, but Bon Ami, which has been going through a number of legal and financial vicissitudes in recent years, has been depending almost exclusively on him to make that famous chick lively again.

Never was there a more graphic illustration of how a company's future could become so thoroughly dependent on a single performer. The labels of two Bon Ami products carry the Paar likeness.

■ He has shared billing on the traditional Bon Ami cleanser with the trademark chick for the past two or three months. Mr. Paar reportedly does not get paid a merchandising fee for the use of his picture on the labels.

And tv's favorite stay-up-later is the focal point for the advertising and merchandising of another of the company's heavily promoted new products. The Paar picture is on the label of Bon Ami's new All Purpose liquid cleaner—the latest of the Lestoil competitors.

■ The agency has planned a "name the chick" contest to kick this one off. This promotion will get under way some time next month, with an announcement on the Paar show. Bon Ami is celebrating its 75th year, and winners will be paid off in diamonds, in keeping with the occasion. The national winner will get a $10,000 gem. Local prizes will be awarded to one listener (and the grocer from whom he bought All Purpose) on each station carrying the Paar telecast.

Dust-N-Wax, for cleaning and polishing furniture, is being introduced via 500 to 800-line newspaper ads, but Bon Ami is not overlooking the potency of the Paar name here, either. The introductory ads, which already

(Continued on Page 29)

Mountain Leaves Y&R After 22 Years to Take McCann Post

New York, Feb. 24—Robert P. Mountain, who has been head of new business at Young & Rubicam, will join McCann-Erickson Advertising (U.S.A.), effective April 1, as a senior vp and member of the board of directors.

Robert P. Mountain

Mr. Mountain had been with Y&R for 22 years; he was a vp and member of the plans board. Previous to holding the latter post, he was supervisor of the General Foods Corp. account at the agency and also was responsible for clients in the appliance, building materials and insurance fields.

No successor has been appointed at Y&R. #

Vicks Cold Tablet Account Shifts to SSC&B from Ogilvy

New York, Feb. 24—Advertising for Vicks cold tablets has switched from Ogilvy, Benson & Mather to Sullivan, Stauffer, Colwell & Bayles.

The account has been at Ogilvy a little more than a year, and its billings are better than $1,000,000. Ogilvy was believed to have resigned the account about a month ago, and the Vick products division of Vick Chemical Co. was said to be looking for a new agency in the interim.

There was no explanation from either agency or client for the account switch, although it is no secret that the meteoric rise of Whitehall Laboratories' Dristan has left sales of most other similar remedies far behind. #

'Free Press' to Top 10 Brands

Detroit Free Press has joined the Top 10 Brands newspaper group national research service created by Dan E. Clark II & Associates, Stanford, Cal., and will publish its first book of consumer and market data in the fall of 1960. Field workers, under the supervision of Clark & Associates, have begun interviewing in Detroit area homes.

Feldheim to Fairchild Controls

Robert Feldheim, formerly with G. M. Basford Co., has been named manager of advertising and sales promotion of Fairchild Controls Corp., subsidiary of Fairchild Camera & Instrument Corp.

'We Don't Like Filling Out Forms, Although We Do It'

Key to New Business Is Solo Sell: Briggs

Adman Tells 4A's How EWRR Solicits; Chaney Outlines Gamble Drive

Fort Worth, Feb. 23—Strategy and methods used by Erwin Wasey, Ruthrauff & Ryan in the soliciting and acquisition of new business were revealed here last weekend by James B. Briggs, exec vp of the agency.

Speaking at the Southwest Council meeting of the American Assn. of Advertising Agencies last week, Mr. Briggs said that each agency can put together a prospect list by assessing its own resources; one successful method at EWRR has been to make a list of accounts (currently 128), of the people who work on them, and their talents and experiences, he said.

"Everyone acquires knowledge that uniquely qualifies him to do an outstanding job on other accounts," Mr. Briggs observed. "Analyzing the account list shows us there may be other accounts in one field—aviation, for instance—that do not compete with our present accounts. We go to those to whom we can make a proposal, based on our experience and current performance."

■ Acknowledging that many agency people don't agree with his views on speculative presentations, Mr. Briggs said, "We steer away from open competition where everyone is invited to solicit.

"We don't like filling out forms, although we do it—unless we are author of it, to keep the screening of agencies from becoming a ridiculous travesty."

Mr. Briggs told of one manufacturer who gave the agency a 26-page form to fill out. After filling it out, he said, the agency then told the prospective client

(Continued on Page 215)

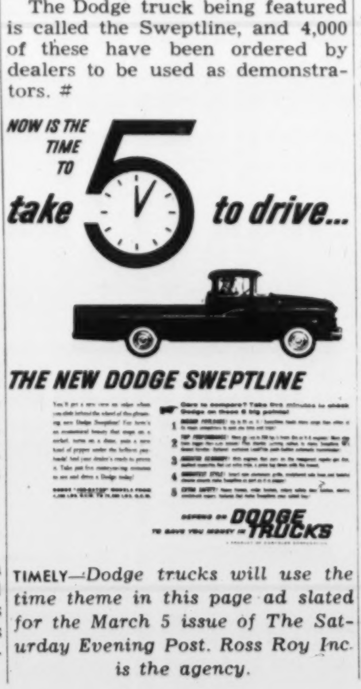
Dodge Sets New Push for Trucks

Detroit, Feb. 23—A hard hitting 60-day advertising and sales promotion offer for Dodge trucks is being kicked off March 1, built around the slogan "Take 5."

Outdoor boards and radio spots will spearhead the campaign, which is being backed up by a page color ad in *The Saturday Evening Post* of March 5, along with other magazines.

Dodge will use 2,997 outdoor boards in high-traffic locations from coast to coast and 60-second radio spots on 111 stations in 104 metropolitan areas. Direct mail pieces will be sent to more than 1,000,000 potential truck purchasers. Ross Roy Inc. is the agency.

The Dodge truck being featured is called the Sweptline, and 4,000 of these have been ordered by dealers to be used as demonstrators. #



TIMELY—*Dodge trucks will use the time theme in this page ad slated for the March 5 issue of The Saturday Evening Post. Ross Roy Inc. is the agency.*

TV Has Become 'Garbage Pail,' Guild Charges

San Francisco, Feb. 23—Television, according to Walter Guild, president of Guild, Bascom & Bonfigli, has become "the garbage pail of the entertainment world and is satisfying to no one, not even those making a great deal of money out of it."

Mr. Guild told a general session of the 13th annual Western Radio & TV Conference last week that television has become "a rich ne'er-do-well—the Reggie Van Gleason of communication, born rich without character.

"Television," Mr. Guild declared, "has proved abundantly that it cannot stand prosperity. Though born with a future unlimited, it has borrowed, plagiarized, stolen and cheated.

"Its basic menu is murder, as evidenced in westerns and private eye shows, all stolen from grade 'B' Hollywood movies but not as good. Viewers look at them but only because they are like the gambler who knows the wheel is crooked but who plays it because it is the only game in town."

In the session titled "Who Is Responsible?", Mr. Guild praised the fine public affairs programming of tv and urged a systematic training for young people in the field with new ideas.

■ Thomas C. McCray, NBC vp and general manager of KRCA-TV, Los Angeles, outlined NBC's efforts to "seek quality" in all types of programming and declared that "it is manifestly impossible to program material suitable for children and not at the same time frustrate adults."

Mrs. V. Lynn Sessions, 1st vp of the American Council for Better Broadcasts, declared, "The responsibility is ours. We, the people, own the airways, and responsibility rests on an informed and alert audience." Mrs. Sessions did, however, urge further federal controls over tv.

Philip G. Lasky, vp of the Westinghouse Broadcasting Co., with headquarters at KPIX-TV, San Francisco, accused other speakers of "too much generality without documentation."

Mr. Lasky told the 350 broadcasters and educators present that "full responsibility for that which goes out over tv rests with the individual station licensee and the heart and soul of tv is the station integrated at the community level."

■ Conference sessions revolved around the theme of responsibility in broadcasting, and investigated both opportunities and responsibilities of commercial broadcasters, educational broadcasters, college radio and tv departments, school districts and state and federal governments. #

Alphabetical Index for Agency Billings Section

PAGE	AGENCY	BILLING
155	Joseph P. Abraham & Associates	$580,000
155	Abrams & Bogue	219,000
126	Burke Dowling Adams Inc.	5,181,424
122	Adams & Keyes	6,000,000
155	Ad-Art Associates	44,376
155	Ad Busch Inc.	977,785
136	William Hart Adler Inc.	2,186,100
155	Advent Associates	209,565
155	AD-ventures	90,000
155	Advertising Associates	741,850
155	Advertising & Public Relations Consultants	102,335
155	Agricultural Information Service	64,145
122	Aitkin-Kynett	*9,750,000
155	John M. Alden Inc.	410,000
155	Allan Associates	235,000
156	Allen, De St. Maurice & Spitz	450,000
156	S. L. Althouse	66,000
156	Anderson Advertising Agency	101,020
122	Anderson & Cairns	6,925,000
136	Anderson-McConnell Advertising Agency	2,745,542
156	Andover Advertising Co.	358,410
156	Andrews Co.	295,300
156	Arbogust Co.	388,200
156	Arden Advertising Associates	250,055
156	Donald L. Arends Inc.	235,360
124	Arndt, Preston, Chapin, Lamb & Keen	9,037,000
136	Arnold & Co.	1,601,560
156	Aron & Shore Advertising	252,560
156	Robert Aronson Associates	305,284
136	Associated Advertising Agency	1,402,000
156	Atlantic Industrial Publications	463,850
124	Aubrey, Finlay, Marley & Hodgson	9,000,000
54	N. W. Ayer & Son	*107,000,000
138	Aylin Advertising Agency	1,612,292
138	Publicidad Badillo	3,159,282
138	Baer, Kemble & Spicer	1,169,700
124	Baker Advertising Agency	6,300,000
138	Frederick E. Baker & Associates	2,072,008
138	Herbert Baker Advertising	1,700,000
104	G. M. Basford Co.	14,600,000
54	Ted Bates & Co.	120,000,000
64	Batten, Barton, Durstine & Osborn	216,000,000
138	Batz, Hodgson & Neuwoehner	2,379,210
156	Jere Bayard Advertising	343,100
138	Bayless-Kerr Co.	2,000,000
156	Fred R. Becker Advertising Agency	392,735
157	Louis Benito Advertising	855,816
124	Victor A. Bennett Co.	*5,500,000
157	Bentley, Barnes & Lynn	192,248
64	Benton & Bowles	109,000,000
157	Berghoff Associates	360,000
138	Bernardino Advertising	4,800,000
104	Gordon Best Co.	10,000,000
124	Biddle Advertising Co.	9,243,521
157	Lee S. Biespiel Advertising Agency	242,500
138	Bishophric/Green/Fielden	3,316,500
157	Black, Little & Co.	500,000
157	H. George Bloch Inc.	746,010
157	Bonfield Associates	715,000
140	Bonsib Inc.	1,176,243
124	Botsford, Constantine & Gardner	6,479,000
140	Charles Bowes Advertising	1,776,423
106	Bozell & Jacobs	19,500,000
140	Bradley, Venning, Hilton & Atherton	1,750,000
157	Phil Bradley Advertising	60,000
157	Arthur Braitsch Advertising	121,681
157	Warren K. Bredlow Advertising Agency	692,338
140	Breithaupt, Milsom Ltd.	4,100,000
157	R. C. Breth Inc.	292,105
158	Bridges-Sharp & Associates	461,328
124	Brooke, Smith, French & Dorrance	*9,000,000
140	S. M. Brooks Advertising	1,637,692
64	D. P. Brother & Co.	31,200,000
158	Brian E. Brown Advertising	100,000
126	Brown & Butcher	7,200,000
158	Earle Palmer Brown & Associates	797,298
158	Brown, Friedman & Co.	76,672
158	J. Gerald Brown Advertising	755,260
158	M. B. Brucker Co.	164,000
106	Buchen Co.	11,000,000
126	Burdick & Becker	6,249,308
64	Leo Burnett Co.	114,612,000
158	Buss, Bear & Associates	662,770
140	Robert K. Butcher & Associates	1,140,000
158	Kenneth B. Butler & Associates	723,054
158	Buxton Advertising Agency	817,564
140	Byer & Bowman Advertising Agency	2,978,019
158	Mark Byron Inc.	435,000
158	Byrum Advertising Agency	106,777
140	Joseph F. Callo Inc.	1,037,750
140	J. M. Camp & Co.	2,150,000
68	Campbell-Ewald Co.	*85,000,000
68	Campbell-Mithun	43,000,000
126	Caples Co.	7,500,000
158	Carlson Advertising Co.	205,400
158	Carpenter Advertising Co.	500,000
141	Carpenter-Proctor	1,879,000
141	Chambers, Wiswell, Shattuck, Clifford & McMillan	2,903,648
158	Champlain Advertising Co.	460,018
141	Barnes Chase Co.	2,701,110
158	Chesapeake Advertising	75,000
126	James Thomas Chirurg Co.	5,300,000
158	Adrian E. Clark Jr.	96,577
141	Clarke, Dunagan & Huffhines	1,600,000
141	Clayton Inc.	3,875,000
141	Sidney Clayton & Associates	1,358,943
68	Cockfield, Brown & Co.	27,500,000
106	Cohen, Dowd & Aleshire	*11,000,000
128	Cole, Fischer & Rogow	8,225,000
128	Cole & Weber	6,630,046
141	Coleman-Parr	3,094,263
158	Columbia Advertising	597,000
71	Compton Advertising	78,000,000
142	Connor Associates	1,378,955
158	Consolidated Advertising Agency	300,000
158	Allan Copeland & Garnitz	650,000
106	Cramer-Krasselt Co.	10,700,000
158	Creative Advertising Agency	776,710
158	Cruttendon Advertising	843,700
71	Cunningham & Walsh	54,200,000
74	Dancer-Fitzgerald-Sample	92,000,000
128	Daniel & Charles	9,268,000
74	D'Arcy Advertising Co.	*73,000,000
192	R. I. David & Co.	405,922
160	Leonard Davis Advertising	196,432
142	Davis, Johnson, Andersen & Collombatto	1,515,433
142	Davis, Parsons & Strohmeier	1,246,622
160	Wesley Day & Co.	915,000
142	de Garmo Inc.	1,015,207
142	Dillon-Cousins & Associates	2,000,000
160	Direct Advertising Co.	350,000
142	Dobbins, Woodward & Co.	1,120,337
74	Doherty, Clifford, Steers & Shenfield	25,400,000
75	Donahue & Coe	32,400,000
106	W. B. Doner & Co.	18,700,000
106	Doremus & Co.	16,200,000
160	Douglas Advertising Agency	254,971
142	John L. Douglas & Associates	1,141,670
126	John C. Dowd Inc.	5,600,000
142	Duncan-Brooks	1,079,401
160	Maynard L. Durham & Associates	121,290
75	Doyle Dane Bernbach	27,535,000
160	Edelstein-Nelson Advertising	700,000
106	Ellington & Co.	15,100,000
160	Ray Ellis Advertising	485,000
142	Enyart & Rose Advertising	1,100,000
100	Erwin Wasey, Ruthrauff & Ryan	83,000,000
76	William Esty Co.	*75,000,000
160	Paul F. Etrick & Associates	23,313
160	Ettinger Advertising Agency	471,258
142	Fairfax Inc.	4,100,000
160	Rex Farrall Inc.	60,593
142	Farson, Huff & Northlich	3,620,090
142	Vance Fawcett Associates	1,594,931
142	Feeley Advertising Agency	1,000,000
160	Felt Advertising Inc.	99,000
160	Paul A. Fergus Co.	329,351
133	Lawrence Fertig & Co.	*8,100,000
142	Albert Finkle Co.	1,001,806
160	Firestone-Goodman Advertising Agency	512,639
142	Fischbein Advertising Agency	1,200,000
142	M. M. Fisher Associates	1,450,000
106	Fitzgerald Advertising Agency	*14,000,000
160	Fletcher, Wessel & Enright Advertising	505,326
160	Harold E. Flint & Associates	678,614
161	Food Research & Advertising	195,000
76	Foote, Cone & Belding	104,000,000
128	Foster Advertising	9,000,000
161	Ken Fox Co.	155,953
142	Frances, Morris & Evans	1,024,740
106	Albert Frank-Guenther Law	18,500,000
107	Clinton E. Frank Inc.	12,000,000
142	Jones Frankel Co.	1,450,000
161	Ad Fried & Associates	275,000
144	Friend-Reiss Advertising	4,491,606
107	L. W. Frohlich & Co.	17,500,000
144	Harry M. Frost Co.	1,998,370
161	Charles F. Fry Advertising Associates	397,685
76	Fuller & Smith & Ross	45,400,000
128	Fulton, Morrissey Co.	5,755,548
161	Galvin-Farris-Allvine	831,000
144	Gamut Inc.	2,105,323
161	Gapstur Advertising	406,000
161	Gardiner Advertising Agency	272,092
78	Gardner Advertising	37,500,000
144	Garfield-Linn & Co.	2,607,000
132	Gaynor & Ducas	5,274,158
144	W. B. Geissinger & Co.	1,408,120
161	General Advertising Agency	627,598
144	Gerth, Brown, Clark & Elkus	1,625,000
192	Getschal Co.	3,170,000
144	Getz & Sandborg	1,011,000
80	Geyer, Morey, Madden & Ballard	30,000,000
161	Gibbons Advertising Agency	192,000
161	Al Giesecke Advertising	57,000
144	Gillham Advertising Agency	2,350,000
161	Gillis, Hundemer & Fetty	553,900
132	Bert S. Gittins Advertising	5,500,000
144	Givens-Davies Advertising Agency	1,343,509
161	Goodis, Goldberg, Dair	638,500
161	Gorchov Advertising	473,523
146	Chester Gore Co.	2,550,000
132	Gotham-Vladimir Advertising	*6,250,000
161	Gottschaldt & Associates	835,140
146	Gourfain-Loeff Inc.	2,068,000
161	Gramercy Advertising	350,000
80	Grant Advertising	92,700,000
161	M. L. Grant Inc.	950,000
161	Ted Gravenson Inc.	723,720
107	Gray & Rogers	14,000,000
132	Monroe Greenthal Co.	5,850,000
81	Grey Advertising Agency	45,500,000
161	Grimm & Craigle	861,720
107	Griswold-Eshleman Co.	11,200,000
146	Charles Anthony Gross Advertising Agency	2,337,570
146	Grubb & Petersen	2,038,988
161	Art Gruber Associates	489,070
107	Guild, Bascom & Bonfigli	13,500,000
108	Lawrence C. Gumbinner Advertising	22,400,000
146	Hall, Haerr, Peterson & Harney	3,000,000
161	Hall & Thompson	519,161
162	Howard A. Harkavy Inc.	790,000
162	Harper Co.	101,000
162	Harris & Weinstein Associates	725,407
146	Lester Harrison Inc.	4,049,000
132	L. H. Hartman Co.	7,125,000
146	Harvey & Thomas	1,319,554
162	Saul Haupt Advertising	8,400
132	F. H. Hayhurst Co.	7,885,000
162	Headen, Horrell & Wentsel	910,000
146	Heggie Advertising Co.	1,274,716
162	Hemsing Advertising	108,121
146	Al Herr Advertising	2,000,000
132	Henderson Advertising Agency	5,200,000
108	Henri, Hurst & McDonald	12,000,000
132	Hicks & Greist	8,200,000
132	Hixson & Jorgensen	8,600,000
162	Ralph Hobbs Advertising	439,010
146	Hoefer, Dieterich & Brown	1,585,000
162	E. T. Holmgren Inc.	588,500
146	Holst & Male	1,872,745
108	Honig-Cooper & Harrington	16,000,000
146	Horan-Daugherty	1,750,000
162	Shelton R. Houx	143,139
162	Lloyd S. Howard Associates	785,000
162	Howard-Edinberg	28,834
108	Charles W. Hoyt Co.	10,400,000
146	Huot Advertising	1,837,936
146	Hutchins Advertising Co.	3,884,183
162	International Advertising Co.	141,000
110	Jackson Associates	10,100,000
162	William E. Jary Co.	266,324
146	Jefferson Advertising Agency	1,279,417
146	Jennings & Thompson Advertising	1,393,000
132	Johnson & Lewis	7,202,150
162	Jonethis-Larson Advertising	458,385
146	Jordan, Sieber & Corbett	4,336,000
162	Herbert Joseph Co.	111,000
162	Judd Advertising Co.	444,000
110	Kastor, Hilton, Chesley, Clifford & Atherton	16,100,000
162	Joseph Katz Co. of Baltimore	858,560
132	Joseph Katz Co. of New York	7,500,000
162	Gerald Keller Co.	125,000
162	Kennedy-Hannaford	415,400
81	Kenyon & Eckhardt	95,000,000
146	Kerker, Peterson Inc.	2,499,000
162	C. F. Kern Advertising Agency	79,237
81	Ketchum, MacLeod & Grove	29,900,000
110	Keyes, Madden & Jones	20,500,000
162	Keystone Advertising	225,000
146	Kircher, Helton & Collett	4,410,000
110	Klau-Van Pietersom-Dunlap	12,300,000
146	Koehl, Landis & Landan	2,220,000
162	Albert A. Kohler Co.	305,154
162	Russell Kolburne	341,200
162	Henry B. Kreer & Co.	502,500
114	Kudner Agency	20,000,000
162	Kuswa-Greene & Associates	500,000
165	Lago & Whitehead	513,947
165	Lake Advertising	68,365
114	Lambert & Feasley	18,900,000
146	Lando Advertising	2,910,575
133	Lang, Fisher & Stashower	*5,250,000
165	Raymond L. Lang Advertising	229,014
165	Lansdale Co.	350,000
114	C. J. LaRoche & Co.	15,500,000
146	Lavidge & Davis	1,750,000
165	Clint Leap Inc.	214,154
146	Leber & Katz	2,110,000
114	Al Paul Lefton Inc.	17,700,000
165	Lenhart & Co.	197,528
84	Lennen & Newell	86,000,000
165	Max Levine Agency	131,000
165	Ted Levy, Richard Lane & Co.	314,213
133	Lewis & Gilman	*5,500,000
148	Carr Liggett Advertising	2,749,653
148	Lilienfeld & Co.	2,413,685
133	Liller, Neal, Battle & Lindsey	*6,000,000
165	Lindeman Advertising	477,629
165	Litman-Stevens & Sher	532,359
166	Lloyd's of Bismarck	281,995
166	Lookout Advertising Agency	360,103
114	James Lovick & Co.	15,100,000
148	Lubell Advertising	1,318,206
148	Luckoff & Wayburn	3,528,672
133	Earle Ludgin & Co.	*6,700,000
148	MacDonald-Cook Co.	1,843,323
133	MacFarland, Aveyard & Co.	*8,700,000
84	MacLaren Advertising Co.	29,800,000
166	MacLaughlin Advertising Agency	93,690
84	MacManus, John & Adams	41,549,323
166	Madison Advertising Agency	175,000
166	Malcolm Advertising	230,000
148	Malcolm-Howard	2,000,000
148	Mallen & Associates	1,000,000
166	Manchester & Kreer	875,000
166	Marketing Services Co.	55,025
114	Marsteller, Rickard, Gebhardt & Reed	*11,400,000
148	C. Knox Massey & Associates	2,500,000
166	Arnie Matanky	110,470
118	J. M. Mathes Inc.	17,800,000
166	Jack Mathis Advertising	225,000
192	Matthew, Caldwell & Ballard	92,538
88	Maxon Inc.	27,000,000
148	B. L. Mazel Inc.	1,250,400
118	William Douglas McAdams Inc.	*16,500,000
88	McCann-Erickson	304,000,000
133	McCarty Co.	6,100,000
148	W. A. McCracken Ltd.	1,450,000
133	McConnell, Eastman & Co.	*9,700,000
166	R. J. McFarlin & Co.	120,000
118	McKim Advertising	14,400,000
148	Harris D. McKinney Inc.	1,795,600
166	McNeill, McLeery & Cochran	960,000
166	John Meck & Staff	310,000
166	Ellison L. Meier Advertising Agency	248,000
118	Moldrum & Fewsmith	13,100,000
166	Mellor Advertising Agency	218,394
167	Merlo Co.	115,000
148	George T. Metcalf Co.	1,438,699
133	Arthur Meyerhoff Associates	8,571,918
167	Millco Inc.	280,000
133	Miller Advertising	5,100,000
167	Paul M. Miller Co.	55,000
118	Mogul, Williams & Saylor	19,300,000
167	Mohawk Advertising Co.	141,679
192	Molesworth Associates	1,419,000
167	Kingsbury E. Moore	781,120
167	Morse Advertising Agency	136,690
167	Moss Associates	758,000
167	Muller, Jordan & Herrick	827,110
148	Mullican Co.	1,371,407
133	John F. Murray Co.	*5,000,000
167	Nattall & Maloney	850,952
167	Neale Advertising Associates	783,704
148	Needham & Grohmann	3,655,000
90	Needham, Louis & Brorby	39,156,268
167	Nelson Newmark Advertising	110,000
148	Newmark Advertising Agency	1,186,700
148	Newmark, Posner & Mitchell	2,025,000
90	Norman, Craig & Kummel	31,850,000
120	North Advertising	15,100,000
90	Ogilvy, Benson & Mather	25,903,424
167	Onofrio & Smith	81,350
168	Oster Advertising Agency	170,000
133	Robert Otto & Co.	6,100,000
168	Jack Packard Co.	300,000
148	Palm & Patterson	4,007,118
148	Palmer, Codella & Associates	1,314,421
120	Parkson Advertising	18,600,000
168	Parsons, Friedmann & Centrall	805,000
168	Patten Co.	193,272
168	Maurice Paulsen Advertising	323,630
168	Peitscher, Janda/Associates	238,000
168	R. J. Petersen Associates	240,000
168	Phillips-Robbins Inc.	108,387
168	Pike & Becker	525,116
120	Potts-Woodbury	10,000,000
150	Powell, Schoenbrod & Hall	2,308,918
168	Proctor Advertising Agency	122,500
133	Product Services	5,709,350
168	Public Relations Associates	170,240
168	Ramsthal Advertising Agency	205,000
168	Larry Raymond Co.	358,136
120	Reach, McClinton & Co.	22,100,000
168	Read Brothers Advertising	348,000
120	Knox Reeves Advertising	13,400,000
168	Palmer N. Refsdal	56,760
168	Reilly, Brown & Tapply	801,060
168	C. Reimer Advertising	150,000
168	Banning Repplier Advertising Agency	229,200
168	Revere Advertising	526,962
90	Fletcher Richards, Calkins & Holden	26,256,782
168	Cappy Ricks & Associates	366,459
150	Ritter-Lieberman	1,256,650
150	Rives, Dyke & Co.	2,751,245
168	H. I. Roberts Advertising	66,000
150	Robertson, Buckley & Gotsch	1,894,949
134	Roche, Rickard & Cleary	5,486,842
168	Root Advertising Agency	64,473
168	Gordon Rosholt & Co.	162,588
150	Irving J. Rosenbloom & Associates	3,950,000
120	Ross Roy Inc.	14,400,000
150	Rothbardt & Haas Advertising	2,200,000
168	Rozene Advertising Agency	500,000
121	Rumrill Co.	10,900,000
168	Ed St. Aubin Associates	363,240
192	Saks & Grinnell	99,937
169	M. L. Sampson Co.	381,530
169	George S. Sandler Inc.	796,241
150	Sanger-Funnell	1,788,646
169	Saunders Wilcox Bell Inc.	202,132
169	Schaffer, Lazarus & LaShay	298,040
169	E. J. Scheaffer & Associates	700,000
169	Schnell & Associates	501,000
150	Schram Advertising Co.	3,742,339
169	Mark Schreiber Advertising	748,530
150	M. B. Scott Inc.	1,649,700
134	R. Jack Scott Inc.	5,106,600
169	Ken Seitz & Associates	727,193
169	James C. Seix Co.	710,000
150	Shaller-Rubin Co.	2,026,000
134	John W. Shaw Advertising	8,500,000
150	Shevlo Inc.	3,039,300
169	John Shrager Inc.	227,000
169	William D. Shumway Advertising	195,000
134	Kennedy Sinclaire Inc.	5,968,000
169	James L. Smith	10,367
150	Smith & Dorian	2,136,537
170	E. L. Speer Advertising Agency	207,000
170	J. W. Spellman Inc.	476,354
134	Spitzer & Mills	*6,000,000
170	Spooner & Kriegel	634,282
170	Clayton A. Stahlka Advertising Co.	203,000
170	Stamler, Brooks & Soghigian	550,014
134	Stanfield, Johnson & Hill	9,700,000
170	Stern, Hays & Lang	882,288
150	Stern, Walters & Simmons	2,366,667
170	Steven-Bartingale & Associates	100,000
170	Stevenson & Associates	453,600
170	Stewart Associates Advertising Agency	51,000
150	James A. Stewart Co.	1,230,000

PAGE	AGENCY	BILLING
150	Stiller-Hunt Advertising	1,057,954
136	Street & Finney	8,000,000
170	Studio Advertising Workshop	42,500
136	Sudler & Hennessey	6,035,000
94	Sullivan, Stauffer, Colwell & Bayles	46,000,000
170	L. J. Swan Advertising	230,000
170	G. F. Sweet & Co.	955,778
150	Howard Swink Advertising	1,815,902
150	Symonds, MacKenzie & Co.	3,347,015
171	Tames Advertising Agency	180,000
94	Tatham-Laird	31,590,000
171	Technical Advertising Service	4,000
150	Terry, Gray-Schwartz & Harris	1,046,632
171	Charles P. Thobae & Associates	220,368
171	Albie Thomas Advertising	278,773
96	J. Walter Thompson Co.	*328,000,000
171	Ray Thompson & Associates	121,000
171	Torobin Advertising	685,000
152	Arthur Towell Inc.	1,079,520
171	Town Crier Agency	351,430
171	R. S. Townsend	306,366
171	Tri-State Advertising Co.	357,313
172	Truppe, LaGrave & Reynolds	600,000
152	Ullman Organization	2,170,000
172	Van Brunt & Co.	900,000
136	VanSant, Dugdale & Co.	9,159,908
172	Charles E. Vautrain Associates	658,480
152	Paul Venze Associates	1,502,000
152	M. Belmont Ver Standig Inc.	3,890,000
121	Vickers & Benson	13,200,000
172	Lester Voorhees Co.	275,500
121	Wade Advertising	24,800,000
172	Waghorne & Associates	614,833
172	Harold C. Walker Advertising	450,000
172	George J. Walsh & Co.	816,700
152	Walsh Advertising Co.	4,600,000
152	F. P. Walther Jr. & Associates	1,500,000
192	Ward, Frojen Advertising	650,000
121	Warwick & Legler	22,000,000
172	Watson-Manning	498,880
152	Watts, Payne Advertising	1,111,726
152	Webb Associates	2,350,250
172	Webster/Harris/Welborn Advertising	401,838
172	Weekley & Valenti	622,500
152	Weightman Inc.	1,696,700
122	Edward H. Weiss & Co.	15,000,000
172	Robert E. Weissman Associates	62,350
172	Wendt Advertising Agency	462,604
152	Wenger-Michael Inc.	3,000,000
136	Wermen & Schorr	*7,000,000
172	E. Taylor Wertheim	315,000
136	Wesley Associates	7,408,603
172	Weston Associates	400,429
152	Wexton Co.	4,414,133
152	White & Shuford Advertising	1,459,123
172	Herman J. Wibel	102,774
172	William R. Williams Inc.	298,043
172	Herbert Willis & Associates	612,686
152	Willis Advertising	1,165,000
152	Robert E. Wilson Inc.	4,585,407
152	Thomas C. Wilson Advertising	1,085,710
136	Winius-Brandon Co.	*5,000,000
172	Winn-McLane Associates	372,200
172	Womack-Snelson Advertising	379,887
152	Woodard, Voss & Hevenor	1,500,024
172	Wright Advertising Agency	329,700
152	Wyman Co.	1,000,000
172	Chris Yaneff Ltd.	376,750
100	Young & Rubicam	*232,000,000
172	Yount Co.	605,874
152	Zimmer-McCloskey	3,152,620
172	Zum & Kirshner	777,000

*Estimated.

Foreign Agency Section

PAGE	AGENCY	BILLING
182	Agence Yves Alexandre Publicite $	7,342,900
184	Alector Advertising Agency	450,000
185	Alfsen & Becker	1,575,300
186	Allmanna Annonsbyran	4,000,000
186	African Amalgamated Advertising	14,372,274
182	Ante Lucem Ltd.	260,000
178	Arks Publicity	1,960,000
182	A/S D.E.A. Reklamebureau for Danske Erhverv	583,153
178	Alfred Bates & Son	*3,500,000
185	Nederlands Reclame-Adviesbureau Bauduin	2,250,000
178	S. H. Benson Ltd.	39,000,000
174	Hugh Berry Co.	925,000
178	Clifford Bloxham & Partners	4,710,200
174	Bodden & Dechy Advertising Agency	1,905,000
174	Briggs, Canny, James & Paramor	*4,000,000
178	T. B. Browne Ltd.	*4,000,000
182	Al Chark Advertising	703,200
186	CID S.A., Barcelona	3,165,000
186	Clarin Publicdad e Iniciativas, S.A.	350,000
178	Samson Clark & Co.	*5,040,000
174	John Clemenger Pty.	2,000,000
178	Colman, Prentis & Varley	44,450,000
184	CPV Italiana	6,000,000
178	Crane Publicity Ltd.	13,160,000
178	W. S. Crawford Ltd.	*13,160,000
182	F. Cross Publicidad	800,000
186	Trygve Dalseg & Co.	615,000
186	Danis Publicidad Technica	8,000,000
184	Dentsu Advertising	123,598,791
178	Dolan, Ducker, Whitecombe & Stewart	7,250,000
184	Domas Ltd.	510,000
178	Dorland Advertising Ltd. Britain	*8,400,000
174	Dorland Belgium	820,000
182	Dorland France S.A.	2,560,000
182	E.D.I.P.	1,740,000
182	Elvinger S.A.	8,000,000
186	Bo Eriksson Annonsbyra	780,000
178	Erwin Wasey, Ruthrauff & Ryan Britain	19,800,000
174	Rodney H. Evans Advertising	1,789,590
180	Everett's Advertising	5,262,000
184	Falcon Advertising Agency	742,130
188	Dr. Rudolf Farner Advertising	4,835,000
182	Publicidad Fergo-Arregui	887,920
192	Propaganda Fonck Soc.	96,500
180	Foote, Cone & Belding Britain	12,180,000
185	Forenede Annonsebyraer	2,400,000
182	Agence Francaise de Propagande	5,010,000
180	Robert Freeman Co.	3,500,000
182	Carl Gabler Werbegesellschaft	9,500,000
180	S. T. Garland Advertising	5,025,000
185	Publicidad General	880,000
180	Greenlys Ltd.	7,700,000
186	Gumaelius Advertising Agency	8,500,000
186	Gunther & Back	2,500,000
184	Hakuhodo Advertising Agency	1,945,000
182	Werbeagentur Dr. Hegemann	9,525,000
184	Hellenic Advertising	645,000
180	Chas. F. Higham Ltd.	4,200,000
180	Hobson, Bates & Partners	7,840,000
185	H. V. R. Advertising	2,250,000
185	Kenyon & Eckhardt de Mexico	900,000
184	Kyodo Advertising	4,500,000
180	Lambe & Robinson-Benton & Bowles	*6,000,000
180	Legget Nicholson & Partners	4,500,000
180	London Press Exchange	36,157,000
178	Marechal & Goffoy	410,000
180	Masius & Ferguson	21,723,240
180	Mather & Crowther	21,800,000
180	McCann-Erickson, Britain	14,314,818
180	Napper, Stinton & Wolley	*4,000,000
184	National Advertising Service Private	420,000
185	Noble Advertising	5,194,400
180	Notley Advertising	6,785,856
188	Publicidad Novas	1,083,333
194	Publicite R. L. Dupuy	9,000,000
184	Omnia Publicita	2,560,000
180	Osborne-Peacock Co.	7,535,850
184	Oriental Advertising Agency	132,950
180	Allardyce Palmer Ltd.	3,875,000
174	Noel Paton-Warwick Advertising Services	2,250,000
174	George Patterson Pty.	9,149,490
180	S. E. Peacock Ltd.	6,150,000
180	Alfred Pemberton Ltd.	7,636,000
186	Philprom Inc.	1,100,000
178	Plans S. A.	360,000
185	Prad/Interad	5,021,000
182	Promos Publicite	4,500,000
182	Publicis S. A.	12,000,000
178	Publicontrol S. A.	2,160,000
178	Publi-Synthese & R. L. Dupuy	1,100,000
180	F. John Roe Ltd.	2,240,000
180	G. S. Royds Ltd.	13,425,000
186	Ruescas Publicidad	790,000
180	Rumble, Crowther & Nicholas	*4,200,000
188	Sven Rygaards Annonsbyra	1,750,000
185	Publicidad Salas	1,250,000
185	Sanshodo Advertising Agency	2,000,000
180	Sďward, Baker & Co.	4,980,000
180	Service Advertising	10,498,000
184	SIRPI	5,152,000
184	Greca A. Skylitzis	988,000
186	E. Lindsay Smithers (Pty) Ltd.	3,750,000
182	Smith's Advertising Agency	3,500,000
188	Sobhon Advertising	854,440
182	Soria, Ruiz y Cia.	1,200,000
194	Standard Propaganda, S. A.	3,794,666
185	S. U. R. Publicidad	200,000
186	Svenska Telegrambyran	8,500,000
182	Synergie Publicite et Propagande	8,600,000
184	Tal & Ariely	775,000
188	Tessab Annonsbyra	6,616,664
182	J. Walter Thompson Co. Britain	*37,000,000
182	Troost Werbeagentur	7,740,000
182	Ulrichs Reklamebureau	500,000
185	Frits van Alphen Reclamebureau	600,000
185	Van Hess Vettewinkel	1,630,000
185	Van Maanen's Advertising Agency	3,500,000
178	Publicite Vanypeco	2,126,647
182	C. Vernon & Sons	5,000,000
174	Publicitas Webeges Elschaft	650,000
188	Wilh, Anderssons Annonsbyra	9,192,100
182	Willing's Press Service	3,882,500
182	F. C. Pritchard Wood & Partners	*10,640,000
182	Young & Rubicam Britain	*15,400,000
192	Yuste Publicidad	1,204,820

*Estimated by AA.

Ads Based on Partial Data . . .

Dr. Seidell Quit Pfizer Because Enarax Ads Were False, He Says

Senate Unit Hears Pro & Con Testimony in Drug Investigation

WASHINGTON, Feb. 25—The former medical director of Roerig Laboratories, a division of Pfizer Laboratories, told the Senate antimonopoly subcommittee today that he quit because Pfizer published deceptive ads for its products even though he had insisted on changes.

Dr. Martin A. Seidell said Pfizer ads for Enarax were based on research data for Doricon, one of two ingredients in the product. He said Pfizer went ahead with the ads even though he specified that the copy should be changed.

In his appearance before the committee's drug investigation, Dr. Seidell testified on a dispute originally bared in an article, "The Case of the Substituted Drug," in the *Saturday Review* last September. A complaint for false advertising of Enarax was issued against Pfizer by the Federal Trade Commission two weeks ago.

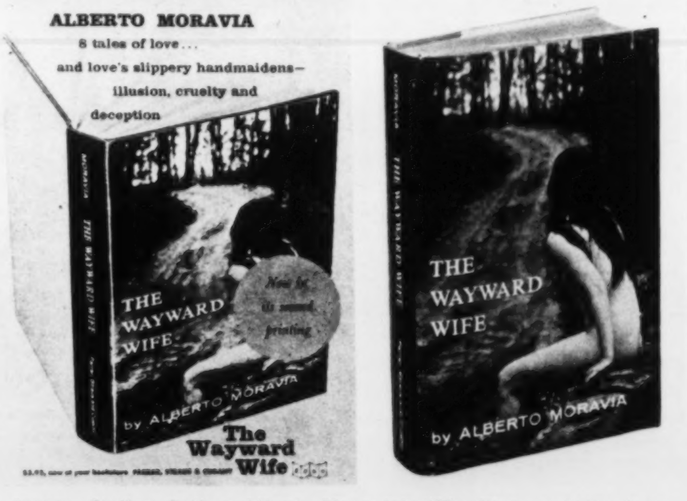
Dr. Seidell said he determined to leave the job even before the Enarax incident because he realized "managerial policies in the marketing division were incompatible with both the ethics of my profession and my sense of morality." He said as medical director he could only recommend changes in ads. It was up to the advertising manager or general manager to accept or reject them.

■ Earlier the committee heard Dr. Haskell J. Weinstein, director of the chest hospital of the City of Hope Medical Center, Los Angeles, complain that much medical research ought to be classified as process development and promotion.

He said many research papers actually have been produced by pharmaceutical houses themselves, although the physician does not know it. Now, he said, there is a new journal, called "Current Therapeutic Research," which appears to be devoted entirely to promotion. "It accepts no advertising as such. However, there is a fee per page for any article published and publication is very prompt," he said.

■ Earlier in the week the Pharmaceutical Manufacturers Assn. lodged a massive defense of the industry's operating methods, including its use of advertising and detail men.

With a two-part statement totaling more than 135 pages in his briefcase, Dr. Austin Smith, PMA president, argued that Americans would be paying $1 billion more per year for drugs if prices had gone up as much as the total cost of living.



SPOTTY—*Italian Author Alberto Moravia's "The Wayward Wife" was apparently too wayward for the New York Times, since the book jacket—adorned with a nude figure—appeared like this in an ad in the newspaper's Jan. 21 Sunday book review section (actual bookcover is on right). The Times said its reasons for masking the figure were "self-explanatory, we simply didn't want to run a picture of a nude woman." Sussman & Sugar, New York, is the agency for the publisher, Farrar, Straus & Cudahy.*

He said the industry has served the public interest by keeping prices low. "More than 3,000,000 Americans, living today, would be dead if the nation's death rate had remained constant at the 1937 level," he commented.

■ Much of his testimony was during the late hours of the night because the committee was not permitted to sit while the Senate was in session. The questioning focused largely on the industry's research expenditures.

On the question of advertising and promotion, Dr. Smith repeated most of the points he made in speeches in Chicago two weeks ago. Denying that detail men are merely salesmen, he said "they are the physician's first and most important source of new product data."

■ Turning to ads, he said advertising is a misnomer when it applies to prescription drugs. "Our so-called advertising is far different from the customary sales promotion message Americans normally associate with the word. For the most part, our advertisements are more like scientific treatises, which differ from learned editorial comment in medical journals to the extent that we ourselves write these treatises and pay for the space where they are printed.

"Ours are about the only ads in America that tell not merely the good things about our product, but deal exhaustively with the bad ones as well. Toxicity, side effects—all must be exposed in full detail. Some, of course, are 'reminder' ads, intended to recall to the reader's memory the more extensive clinical findings he has seen earlier.

■ "But the most important advantage of medical advertising is that it brings new product information to the doctors' attention almost as soon as the new drug has received approval by the Food and Drug Administration," he said. "This is not true of scholarly articles which appear in the editorial content of medical journals. The time lag here ranges between six months and a year.

"Any time lag between the approval of a new product and the doctor's knowledge of that product is, of course, intolerable where health and often life itself are at stake. Advertising, supported by detailing, is the fastest means our free enterprise system has produced to guarantee that the lag between availability of a drug product and its use in treatment is held to a minimum." #

'Progressive Farmer' Promotes Dugger to Ad Director

Oscar Dugger

BIRMINGHAM, Feb. 24—Oscar M. Dugger, formerly vp, associate director of advertising and western ad manager in the Chicago office of *Progressive Farmer*, has been named vp and director of advertising at the main office in Birmingham. He succeeds the late Paul Huey (AA, Feb. 15). Emory O. Cunningham, formerly ad sales manager in the Birmingham office, was named vp and advertising manager.

A. G. Norment, formerly associate western advertising manager in Chicago, has been named western advertising manager and vp in Chicago. #

Winter Olympics Display Renault in Perfect TV Setting

NEW YORK, Feb. 25—Renault Inc. is spending approximately $400,000 to get the limelight tv treatment through one-quarter sponsorship of the CBS coverage of the winter Olympic games at Squaw Valley, Cal.

Renault is the only sponsor buying the national hookup for the 10-day international event. Schlitz beer bought a couple of Sunday afternoon telecasts in its marketing area. Union Oil presents one-quarter of the telecasts on the West Coast. The rest of the available time is being sold by stations locally.

■ This type of tv purchase is an off-beat one for an auto maker. Here's the story behind the Renault decision to put its Dauphine into the act with all those skaters and skiiers:

The planning at Kudner Agency called for the development of a sales promotion and merchandising campaign built around the winter performance record of Renault.

The idea, according to J. J. Cochran, Kudner vp, was to demonstrate how the car with its rear engine and light weight would operate in snow that would bog down other automobiles. Last fall the agency began looking around for snow. The first find was near Butte, Mont. Some Renault films were shot there by Warner Bros. before a warming trend set in. Later in December Filmways produced some more films of the Renault in operation in the snow along the slopes at Lake Placid.

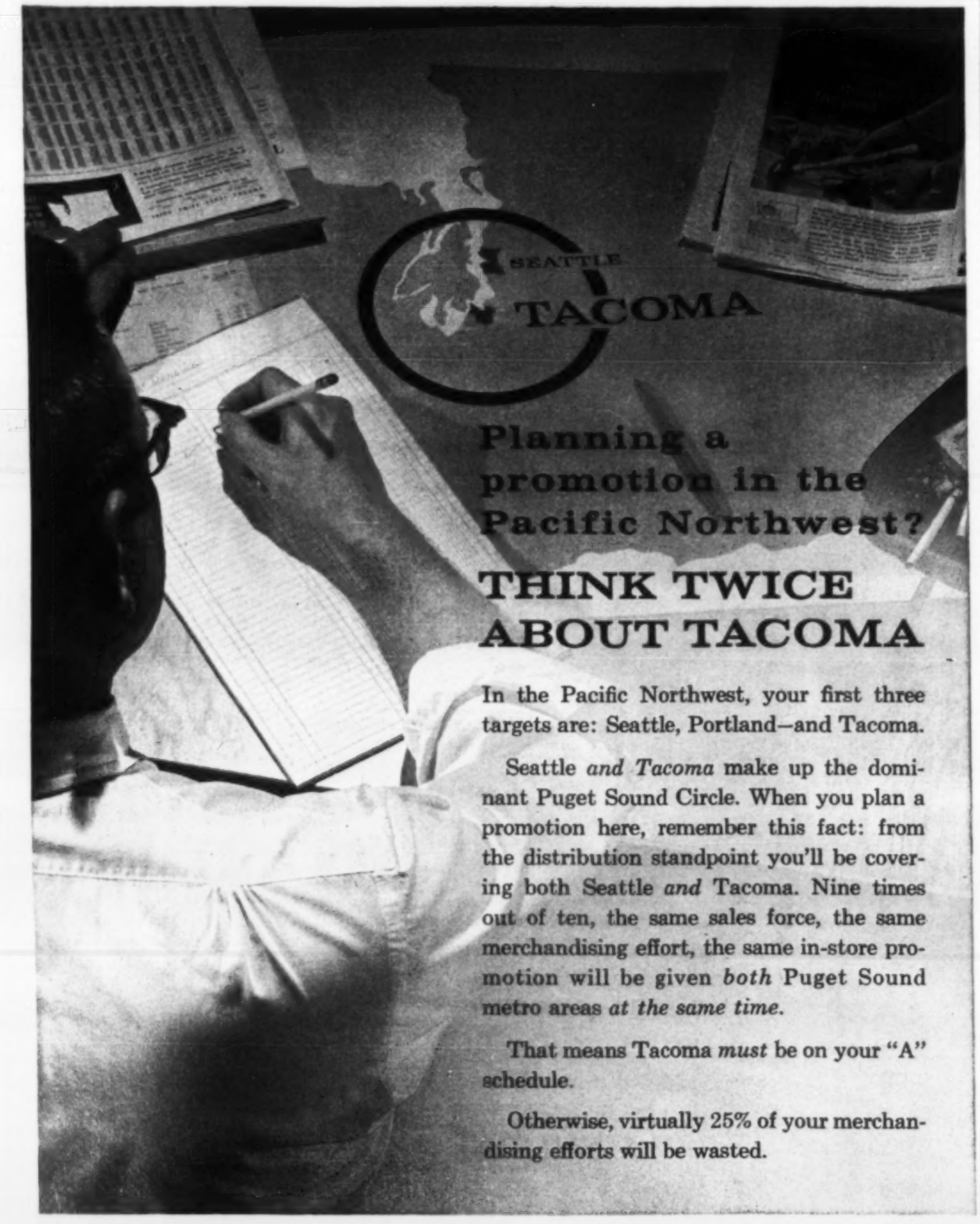
■ Meanwhile, the agency had been scouting for a proper tv vehicle for this advertising approach. When CBS-TV indicated that time was available in the Olympics, it was decided that this was an ideal spot for the Renault-in-the-snow commercials. The auto maker bought one-fourth of the total package of 15 hours, covering the full run of the games. Some shows are live; others are on tape.

All during the event the "winter wonder car" has been very much in evidence on and off the screen. Named the official car for the event, it has had plenty of opportunity for on-the-spot demonstrations of its ability to keep going in the snow and mud. There are 75 Renaults on hand for duty at Squaw Valley.

The snow commercials, which blend naturally with this special sports programming, also have been seen on the Ray Milland-Markham show, which Renault co-sponsors with Schlitz on CBS. #

Walker Moves Office

Walker & Co., outdoor advertising company headquartered in Detroit, has moved its Muskegon, Mich., office to new quarters at 1725 W. Sherman Blvd.



Planning a promotion in the Pacific Northwest?

THINK TWICE ABOUT TACOMA

In the Pacific Northwest, your first three targets are: Seattle, Portland—and Tacoma.

Seattle *and Tacoma* make up the dominant Puget Sound Circle. When you plan a promotion here, remember this fact: from the distribution standpoint you'll be covering both Seattle *and* Tacoma. Nine times out of ten, the same sales force, the same merchandising effort, the same in-store promotion will be given *both* Puget Sound metro areas *at the same time.*

That means Tacoma *must* be on your "A" schedule.

Otherwise, virtually 25% of your merchandising efforts will be wasted.

SEATTLE
TACOMA

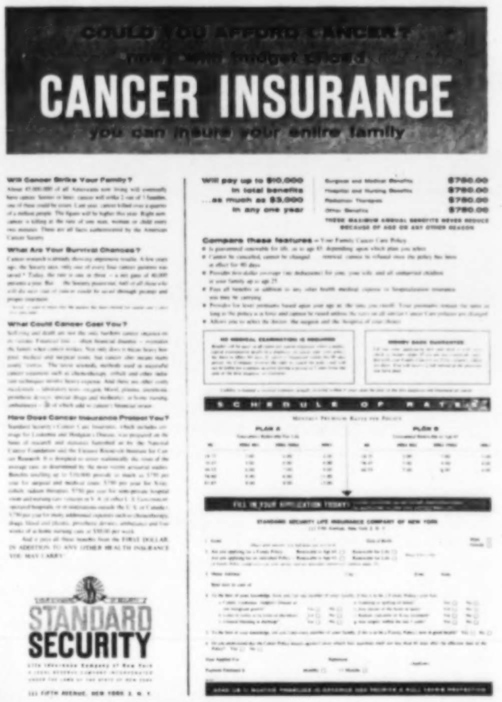
So, always, every time—

THINK TWICE ABOUT TACOMA

First, as a market that demands complete *local* coverage.

Second, as a market covered *only* by the Tacoma News Tribune . . . now delivering more than 85,000 daily.

Ask the man from SAWYER-FERGUSON-WALKER and get the facts



COULD YOU AFFORD CANCER?

CANCER INSURANCE

you can insure your entire family

Will Cancer Strike Your Family?

What Are Your Survival Chances?

What Could Cancer Cost You?

How Does Cancer Insurance Protect You?

Will pay up to $10,000 in total benefits ...as much as $3,000 in any one year

Compare these features

SCHEDULE OF RATES

PLAN A

PLAN B

STANDARD SECURITY

BUDGET PRICED—*Standard Security Life Insurance Co. will use ads like this in dailies in the New York area for its new cancer insurance policy.*

Standard Security Introduces Cancer Insurance in N. Y.

NEW YORK, Feb. 26—Standard Security Life Insurance Co. today broke a two week kick-off campaign to introduce its family cancer care insurance policy.

Newspaper ads, ranging in size from 1,000 lines to pages, are scheduled for the *New York Herald-Tribune, News, Times, World Telegram & Sun* and, in Long Island, the *Star* and *Press.* Some radio will also be used as well as displays in commuter railroad stations.

The print budget for the two-week period will be about $50,000, and other expenditures, including direct mail, will bring the total introductory budget to about $75,000, according to the insurance company.

■ Standard Security hopes to expand the campaign throughout the state if it is successful here.

The guaranteed renewable-for-life family policy covers surgical, medical, hospitalization, nursing and miscellaneous expenses for a maximum of $3,000 annually and a total maximum benefit of $10,000. Premiums range from $4 per month for the lowest age brackets up to $13 for the 61-65 age bracket. The policies are sold directly and part of the newspaper ad is an application for insurance.

Standard Security was organized recently by Michael H. Levy, former insurance broker, to sell life insurance and accident and health insurance entirely by mail (AA, Oct. 19). Newmark, Posner & Mitchell is the agency for accident and health coverage and Mogul Williams & Saylor handles the life insurance advertising. #

Moly-Gro Drive Planned

Climax Molybdenum Co., New York, will launch a test marketing drive for Moly-Gro seed treatment in 50 counties in Missouri and Illinois in mid-March. Ads, ranging from one-third to one-half pages, are scheduled in 300 newspapers. Minute and 30-second announcements will be run on 35 stations during the three-week campaign. Moly-Gro was introduced last year in farm magazines. G. M. Basford Co. is the agency. The test is being made in counties where there is a heavy soybean acreage.

THE "BIG THREE" TIMES SERVICE WEEKLIES

-JUST ABOUT

UNIVERSAL MILITARY COVERAGE

250,000 + NET PAID CIRCULATION
2,000,000 + MULTIPLE READERSHIP
WITHIN THE
$10,523,000,000
MILITARY CONSUMER MARKET

Air Force Times
ARMY TIMES
NAVY TIMES

Essentially universal coverage of the essential $10.5 billion military consumer market—the world-spanning TIMES Service Weeklies deliver it with single-rate efficiency and top paid-circulation economy. This gigantic market should not be neglected. Sell it, now. WRITE FOR COPIES, RATES, MARKET INFORMATION

ARMY TIMES PUBLISHING CO.

2020 M STREET, N.W. • WASHINGTON 6, D.C.

U. S. OFFICES: BOSTON, CHARLESTON, S.C., CHICAGO, DALLAS, DETROIT, HONOLULU, LOS ANGELES, MIAMI, NEW YORK, PHILADELPHIA, SAN ANTONIO, SAN FRANCISCO. FOREIGN OFFICES: FRANKFURT, LONDON, PARIS, ROME, TOKYO

purity stores

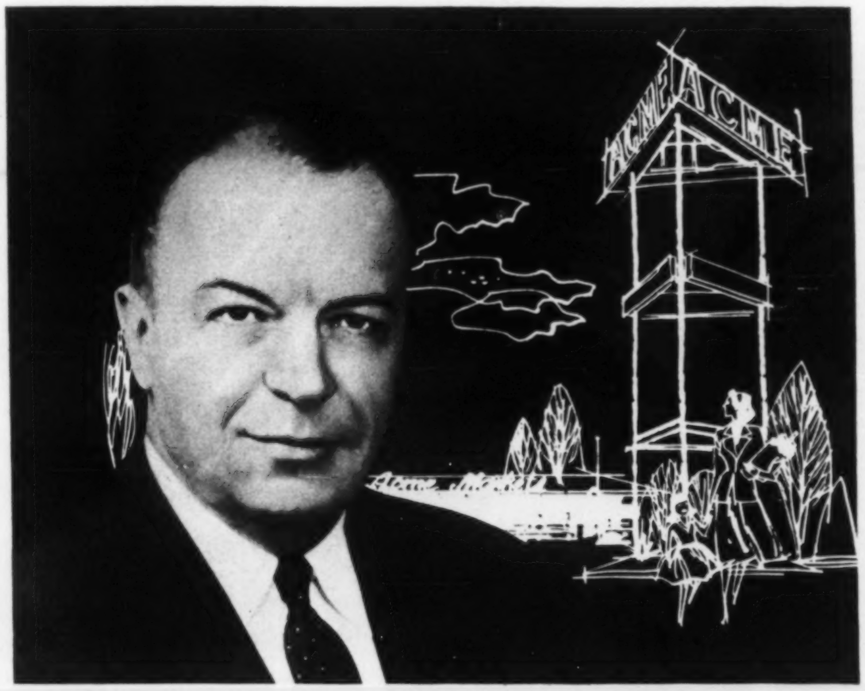
How can your products move faster through the stores of top food retailers like these?

Read what they say about the selling power of THE BIG ONE

"It is no secret with us that the movement of merchandise advertised in THIS WEEK is noticeably accelerated at the time of publication. Therefore, we are always delighted to see suppliers, whose products we market, include THIS WEEK on their advertising schedule. It makes it easier for us to sell goods in volume, profitably."

J. R. NIVEN
President and Chief Executive Officer, Purity Stores, Ltd.,
Burlingame, Calif. 97 stores. $100,271,427 annual volume.

A.J. BAYLESS
MARKETS
"Your Home Town Grocer"



"We in this end of the business have increasingly become conscious of how THIS WEEK Magazine moves goods across the checkout counters of our stores, in volume and profitably. It's really a super magazine doing a super marketing job on regularly advertised products."

A J Bayless
A. J. BAYLESS
President, A. J. Bayless Markets, Inc., Phoenix, Arizona.
32 stores. $48,389,955 annual volume.

"THIS WEEK Magazine is one of the truly productive advertising media available to producers of food products and household goods. We have this feeling not only because of your tremendous circulation, but because the content of THIS WEEK makes it a logical meeting place for housewives and products."

Paul J. Cupp
PAUL J. CUPP
President, American Stores Co., Philadelphia, Pennsylvania.
823 stores. $874,766,716 annual volume.

To move goods faster…
BUY THE BIG ONE!

CIRCULATION MORE THAN

13,000,000

Florida, California Orange Forces Will Ask FTC to Probe Tang Ads

Many Users Think GF Brand Is Orange Product, Erstwhile Rivals Report

LAKELAND, FLA., Feb. 26—Florida and California citrus growers frequently have their differences, but they agree on one thing—that too many consumers believe the synthetic breakfast drink, Tang, is a product of real oranges.

Homer E. Hooks, general manager of the Florida Citrus Commission, said here this week that attorneys for the commission and for California's Sunkist Growers are preparing a formal request that the Federal Trade Commission investigate to determine if there is any deception involved in Tang advertising and promotion.

The action follows a recent trip to Washington where citrus industry representatives told the FTC that surveys indicate that "many people erroneously think General Foods' Tang is a product of real oranges."

■ J. R. Graves, chairman of the Florida commission, said surveys made among housewives in eight cities last summer "clearly showed that there was confusion on the part of the consumers as to what Tang is and what it contains." He said 45% of those questioned who knew about the product in Columbus, O., thought it contained some form of orange or is similar to an orange drink. This erroneous impression went up to 53% among those currently using Tang, he added.

Commenting on Tang advertising, Mr. Graves said this survey showed that more than 20% of housewives who saw the ads thought oranges or orange juice were being advertised.

"If substantial numbers of consumers think this synthetic product is real orange juice," the commission chairman said, "they are being fooled into thinking it is as good for them as real orange juice, which just isn't so."

■ Mr. Graves told FTC representatives in Washington that a separate survey conducted for Sunkist Growers last June covered New Orleans, Philadelphia, Milwaukee, Oklahoma City, Denver, Seattle and Los Angeles markets, and that "of those familiar with Tang 41% thought it was made of real oranges or orange juice." He said that the Sunkist survey further indicated that "even 35% of those who had not tried the product thought it contained real oranges or orange juice."

"We think," Mr. Graves said, "that these two consumer surveys, conducted separately and independently, offer adequate evidence for the Federal Trade Commission to conduct its own investigation into the possibility of deceptive advertising in this case." #

Clarke Associates Adds Two

Lester S. Clarke Associates, Memphis, has been appointed to handle advertising for R. J. Cunningham Designs, Salt Lake City designer of ornamental iron, and R. S. Van Fleet & Co., Decatur, Ga., manufacturer of extension rules.

Coffey Leaves Guenther

Mary Coffey has resigned as secretary-treasurer of Guenther-Bradford & Co., Chicago agency, after 15 years as treasurer and three years as secretary-treasurer of the company. She has not announced her future plans.

*ACTUAL BLINDFOLD TEST PROVES
pets go for 100% ALL CHICKEN over other chicken pet foods
BRAND "X"
Chic-E
NO FLOUR OR CEREAL · NO INTESTINES · NO HEADS · NO FEET
Chic-E

TRUTH—*This ad appearing in California newspapers includes a sworn statement by the photographer to the effect that the cat voluntarily skipped Brand X and went straight to Chic-E brand of pet food. Dudley Logan, Los Angeles, is the agency.*

F&S&R Adds $1,000,000 in Raytheon Billing

Donahue & Coe, Chirurg, Hoag & Provandie Are Losers in 'Consolidation'

WALTHAM, MASS., Feb. 23—In a move to consolidate accounts, Raytheon Mfg. Co. will switch about $1,000,000 in billing, of an estimated $1,720,000 account, from Donahue & Coe, New York, and three other agencies to Fuller & Smith & Ross, New York. The switch will become effective in mid-May.

F&S&R, which already has Raytheon's distributor products and semiconductor divisions, has been appointed to handle corporate and recruitment advertising and product advertising for the company's industrial components division.

Donahue & Coe estimates it will lose about $700,000 in billing in the move. It handled corporate advertising—billing about $350,000—and most of Raytheon's recruitment program, which was shared with two other agencies, James Thomas Chirurg Co., Chestnut Hill, Mass., and Hoag & Provandie, Boston. Donahue & Coe indicated it handled about $350,000 of the total recruitment billing, which is estimated at about $500,000. Walter B. Snow & Staff, Boston, will lose the industrial components division.

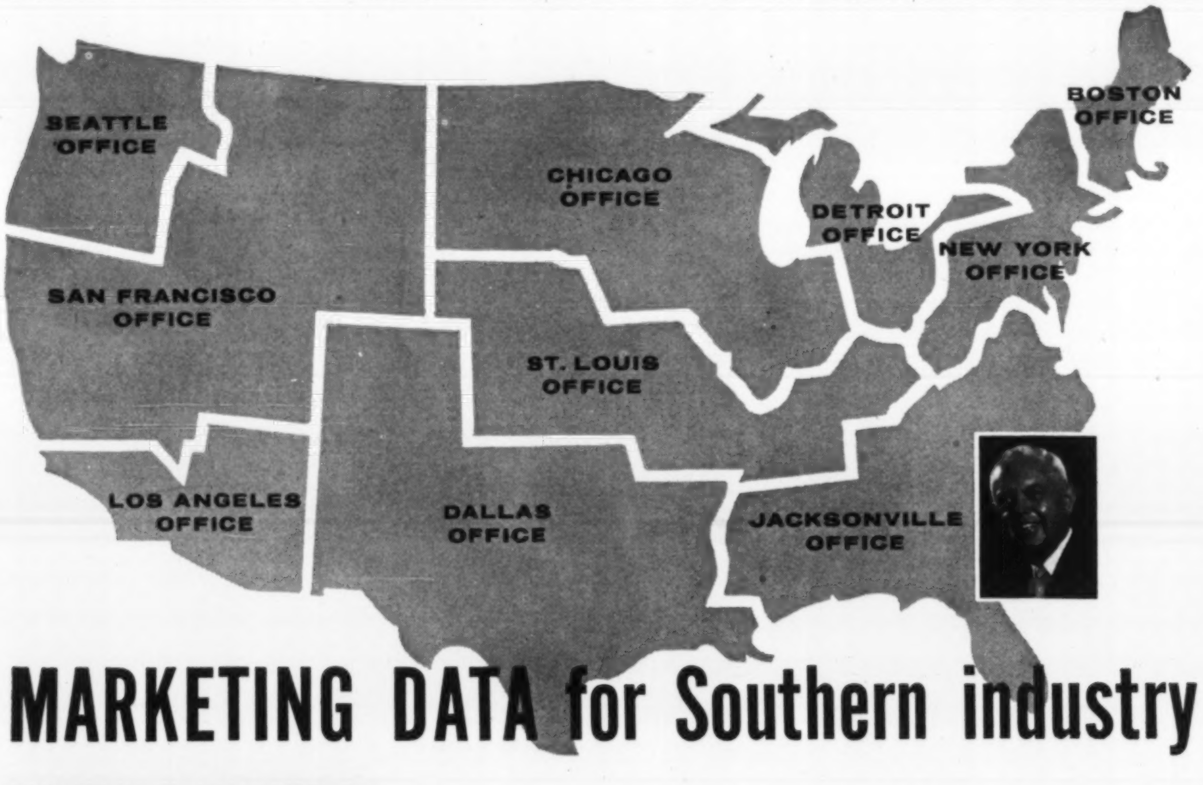
Donahue & Coe will continue to service two Raytheon divisions, microwave and power tube and commercial apparatus and systems, which it estimates bill a combined $420,000.

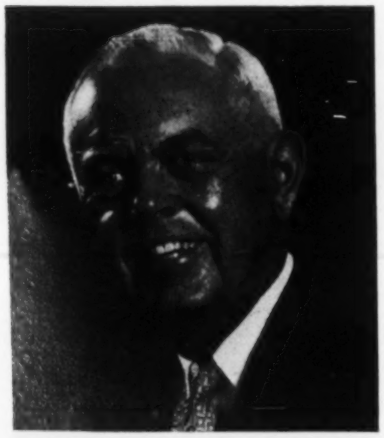
While F&S&R would not disclose billing figures, the two Raytheon divisions it currently handles, plus the industrial components division it will receive in the switch, will bill between $400,000 and $500,000, according to Raytheon.

While Donahue & Coe "has done good work in the past," said Stuart D. Cowan Jr., Raytheon's corporate marketing director, "we are consolidating accounts for greater efficiency and coordination." #

Gould to Head Boyle-Midway

American Home Products Corp., New York, has appointed Bernard Gould, formerly assistant to the president, as president of the Boyle-Midway household products division. Previously vp in charge of sales and advertising for Associated Products, Mr. Gould joined AHP in 1958.





MARKETING DATA for Southern industry

HARRY CUMMINGS, *manager of our Jacksonville office, one of ten offices providing fast efficient service to Advertising throughout the U. S.—service that helps advertising dollars deliver extra value.*

Within a generation the South Atlantic states have made spectacular gains in population. In Florida, for example (1930 census, 1,468,211) the 1960 census figures are expected to reach five million.

Gains by South Atlantic industry and commerce have been equally impressive. The consequent growth in advertising volume points up the importance of our Jacksonville office, maintaining close contact by wire and phone with more than 150 agencies and advertisers.

Blair-TV operates on this basic principle: that alert informed representation is a service vital not only to stations but also to all Advertising and to the businesses dependent on it for volume and profit. From the first, our list has been made up of stations and markets we felt in position to serve effectively. Today these stations are located in 25 of America's greatest markets. Together they cover 56 percent of its population – virtually 60 per cent of its effective buying power.

In its area, each of these stations stands as a power-house of selling force. To help advertisers and their agencies make most profitable use of that force, is the constant objective of our entire organization.

A NATIONWIDE ORGANIZATION **BLAIR-TV** AT THE SERVICE OF ADVERTISING

WABC-TV – New York
W-TEN – Albany-Schenectady-Troy
WFBG-TV – Altoona-Johnstown
WNBF-TV – Binghamton
WHDH-TV – Boston
WBKB – Chicago
WCPO-TV – Cincinnati
WEWS – Cleveland
WBNS-TV – Columbus
KFJZ-TV – Dallas-Ft. Worth
WXYZ-TV – Detroit
KFRE-TV – Fresno
WNHC-TV – Hartford-New Haven
WJIM-TV – Lansing
KTTV – Los Angeles
WMCT – Memphis
WDSU-TV – New Orleans
WOW-TV – Omaha
WFIL-TV – Philadelphia
WIIC – Pittsburgh
KGW-TV – Portland
WPRO-TV – Providence
KGO-TV – San Francisco
KING-TV – Seattle-Tacoma
KTVI – St. Louis
WFLA-TV – Tampa-St. Petersburg

New APX study of all three magazines in the Post field reveals:

THE POST IS YOUR NUMBER-ONE BUY... FOR REACH FREQUENCY RESPONSE

5
00040077
ALLIGATOR

Now, with the first Ad Page Exposure study of the entire Post field you know how many *exposures to your ad page* you get among Post, Life and Look readers. One insertion in the three magazines gives you more than 91 million exposures to your ad page—at a cost per thousand of less than $1.00! (Those are proved figures, and you know them before the show—not after.)

Now you can know, too, your number-one buy in the Post's field. Read the facts and figures below, and you'll see that *one* magazine is number one in all three areas of first importance to advertisers. Number one in reach. Number one in frequency. Number one in response. If you want to learn the secret of our success, just *read* The Saturday Evening Post!

REACH OF THE AD PAGE

Total Ad Page Exposures tell you the true reach of your ad page:

POST	**30,861,000**
LOOK	**30,702,000**
LIFE	**30,110,000**

(The Post tops the other big weekly and the bi-weekly, too.)

FREQUENCY

Because the Post's unique editing brings readers back for more, a Post ad page gets 17% more exposure to the average individual reader than a Look ad page . . . 37% more than a Life ad page. The Post is the Hi-Frequency magazine!

(Your message gets that much more chance to penetrate!)

RESPONSE

Proof of response to the editorial and advertising appeal of a magazine is shown by repeat exposure. Your Post ad page gets 4 million more repeat exposures among larger families (3, 4, 5 or more persons) than a Life or Look ad page . . . 2 million more repeat exposures in $4,000-and-over households. ($4,000 is where buying power begins.)

(You reach families with the need and the money to buy!)

A CURTIS MAGAZINE

Your number one buy...for reach, frequency, response

The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

Robertson Takes Babbitt Along as He Rejoins Geyer

(Continued from Page 1)

named Babbitt president—the company said Brown & Butcher would serve as its advertising department. The previous advertising director, Jules Trieb, had resigned and would not be replaced, the company said.

Within a year, Mr. Robertson came in as advertising director. In 1958, he had left Geyer Advertising, where he had been vp and marketing director for five years, to become advertising director of Pharma-Craft Corp., which he left after less than a year to join Babbitt.

▪ At Geyer, the new account will more than offset the agency's Boyle-Midway (Canada) Ltd. loss of last December, which was then estimated to be about $500,000. Babbitt billings are estimated between $2,000,000 and $2,500,000.

The new agency will handle all Babbitt brands, as well as the Charles Antell line and AnDrue laboratories division. Garfield, Hoffman & Conner, San Francisco, will continue to handle Vano products, which are distributed principally on the West Coast.

▪ Despite the emphasis by Babbitt on "amicability," it was apparent today that the parting with Brown & Butcher was sudden and unexpected, and that the old Colgate-Palmolive Co. "alumni" ties that had brought the agency and client together in January, 1958, were severed.

Agency Chairman Carl Brown, who was in Arizona when the agency was notified of Babbitt's departure, said frankly: "We were fired. I don't know why, because we have not been advised." He declined to comment on a sentence in the Babbitt announcement which said, "The decision to change agencies was amicably discussed with Brown & Butcher and met with full agreement on their part."

Another Brown & Butcher executive, who declined to be quoted, said that the account switch was "a *fait accompli*" before the agency was notified.

▪ ADVERTISING AGE was given a supplemental statement by Jack Sugden, Babbitt vp in charge of marketing. It said:

"Whenever a corporate decision like a change of agencies is made, the careers of a number of fine, hard-working people are involved. In order that we be fair to all these people, we have had a number of meetings. One of the results of these meetings is the statement which is contained in our release."

The earlier release also paid "high tribute to Brown & Butcher for its superb creative work, both in advertising and marketing."

▪ The history of the Babbitt company in recent years—including its agency relationships—has been far from tranquil.

When it was at the Duane Jones Co., and possibly before, Bab-O alone probably spent more than $3,000,000 in advertising. From the early 1940s to about 1951, Bab-O was No. 1 in the cleanser field most of the time.

Along came Colgate's Ajax—introduced by the old Sherman & Marquette agency, where Carl Brown worked—and swept Bab-O out of first place as it took a firm hold on about half the total market in a few short years. By 1956, Bab-O was a strong No. 2, with slightly less than one-third of the market.

Ralph C. Robertson

Then Procter & Gamble discovered cleansers, and its fast streaking Comet was up to nearly 25% of the market by early 1958. Ajax was still the front runner, with more than 40%; Bab-O slipped to less than 15%.

Indications are that basically Bab-O has done no better or worse in the last two years, although distribution has been expanded. One market report shows Bab-O with an 11.5% share of market in early 1960, compared with an 11.7% share for the same period one year ago and slightly more than 15% for the comparable 1958 period.

▪ In 1956, Babbitt's net loss was more than $500,000, despite a gain in sales, and in the summer of 1957 a wholesale management and agency shakeup took place, as Dancer-Fitzgerald-Sample and Harry B. Cohen Advertising were replaced by Donahue & Coe and Doyle Dane Bernbach, the major portion going to Donahue & Coe.

In December, 1957, Mr. Lachner, who had put in 16 years with Colgate-Palmolive and a year and one-half as president of Pabst Brewing Co., was named Babbitt president. He swept out most of the summer-1957 changes, including the two then-current agencies. There was renewed handshaking, as Brown & Butcher, until then known as Carl S. Brown Co., became the agency.

Carl Brown had solicited Babbitt back in 1952, when it went to Dancer-Fitzgerald-Sample (it had been with Duane Jones from the agency's opening in 1942; went to William H. Weintraub & Co. in 1950). His agency was one of three finalists, with Ruthrauff & Ryan. When it left D-F-S for Donahue & Coe, the Brown agency could no longer solicit Bab-O, since it was now a Colgate agency, handling Halo.

▪ But in November, 1957, Brown abruptly resigned all Colgate billings and was free to solicit the account when Mr. Lachner arrived at Babbitt.

When Marshall Lachner, Carl Brown, Tom Butcher, Michael Frawley (exec vp, Babbitt), Jack Sugden and several others finally joined hands in January, 1958, it was called a dream-come-true, for all had learned the soap business from Colgate, and all were now dedicated to battling their old affiliation.

Under the Lachner leadership, Babbitt has become a wheeling-and-dealing, publicity-conscious and acquisitive operation.

Instead of merely offering 5¢-off deals, it has offered 15¢ subway tokens and 25¢ U. S. savings stamps. The first idea brought in a flood of tie-in requests. The second idea (dubbed "Own a Bit of America," with Mr. Robertson as president), created a congressional furor over the propriety of the Treasury Department helping a private company sell its wares.

The publicity for the Babbitt name has been tremendous. The subway token promotion was a strong factor in expanding distribution for Babbitt products. #

Reynolds, Lorillard Rack Up Record Sales During 1959

NEW YORK, Feb. 25—P. Lorillard, world's oldest tobacco company and celebrating its 200th anniversary this year, has reported record sales and earnings for 1959.

Lorillard racked up $490,873,749 in net sales last year, as compared with $479,120,409 in 1958 with net earnings up 4.5% from $27,037,083 in 1958 to $28,265,157 in 1959.

At the same time, R. J. Reynolds Tobacco Co., Winston-Salem, N.C., also reported record sales—over the billion mark for the third straight year—and record net earnings for 1959. Reynolds registered $1,286,855,943 in net sales, as compared with $1,146,558,976 in 1958. Net earnings last year amounted to $90,357,655, a 15.4% gain over the 1958 figure of $78,326,190.

Both companies reported the gains in their 1959 annual reports.

▪ Lorillard did not indicate its 1959 expenditure for advertising, but it spent an estimated $28,000,000 in 1958. Reynolds said its advertising and promotional efforts, which cost an estimated $44,000,000 in 1958, were "augmented" during 1959 "in view of increased competitive activities."

While Lorillard endeavors to "maintain a conservative attitude toward promotional expenditures," said Chairman Lewis Gruber, its advertising expenditures "are of necessity high. Prudently planned, aggressively directed, they relate directly to the future of profits and sales, and should, management believes, result in a greater and stronger Lorillard company."

▪ Mr. Gruber noted that 1959 sales of Newport and Old Gold Spin filter showed gains over 1958. Kent king-size closed the year "substantially ahead"; Spring, less than a year old, was "making satisfactory progress" and Old Gold Straights "followed the industry trend away from non-filters."

"During the year," he said, "trends indicated a diminishing consumer demand for both crush-proof boxes and regular-size cigarets, and a stepped-up acceptance for the longer king-size cigaret."

"With adjustments made to complement the soft package situation," he commented, "1960 will, in my opinion, be a rewarding year."

▪ Guided by a cardinal principle—"Advertise the product so that everybody will know it's available"—Lorillard's history is studded with a number of promotional firsts. It claims the first known tobacco advertising campaign in newspapers—1787 It introduced vocal sky advertising in 1927 when it chartered an airplane equipped with loudspeaker, piano, dancer and singer—to promote Old Gold. In 1928, it sponsored the first coast-to-coast radio network program. Lorillard inaugurated the first institutional corporate advertising ("You can depend on Lorillard to be first with the finest cigarets . . . through Lorillard research") in industry history.

▪ At Reynolds, the company's cigaret brands reached another all-time high. "The percentage of increase was considerably greater than the 1958 gain over 1957, and exceeded the gain for the industry as a whole," the Reynolds annual report said.

Camel sales showed a gain ("contrary to the trend of recent years which had shown a decline in the demand for non-filter-tip cigarets") over 1958. "Winston, the largest selling filter-tip, widened its margin of leadership in this field and is now believed to be the third ranking brand in the country. (Its gain in sales more than doubled its 1958 sales gain.) "The percentage of total market represented by filter-tip brands is estimated to be about 50%."

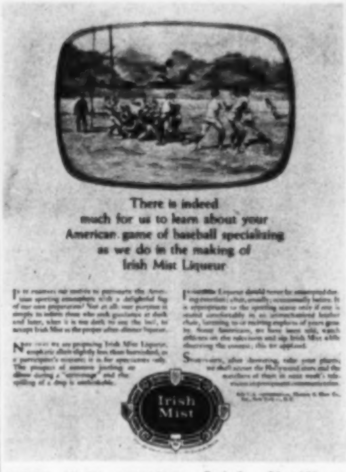
Salem, "the country's leading menthol-flavored cigaret," has a larger gain in volume than in any year since its introduction in 1956.

Prince Albert smoking tobacco and Day's Work chewing tobacco "continue as the largest selling brands in their respective fields," the report said.

▪ "The basic advertising themes of the individual brands were further developed to sharpen their selling power," the report stated. Camel used "Smoking more now—but enjoying it less?—Change to Camel, a real cigaret." The Winston slogan—"Winston tastes good—like a cigaret should"—was supplemented by the explanation, "filter-blend up front—light, flavorful tobaccos especially selected and processed for filter smoking."

Introduction of high porosity paper for "menthol-fresh" Salem resulted in the message, "Now Salem air-softens every puff." This complemented the theme, "Salem refreshes your taste, just as springtime refreshes you." Reynolds expressed gratification over the results of an extensive four-color newspaper campaign for Salem during the latter part of '59.

While "substantial expenditures" are required for the Reynolds advertising program, "experience has shown they are more than justified as a means of achieving maximum consumer demand for the company's products," the report said.


There is indeed much for us to learn about your American game of baseball specializing as we do in the making of Irish Mist Liqueur
Irish Mist

MORE IRISH WHISKY—*Irish distillers seem to have developed a strong liking for West Coast agencies and East Coast media. Here is one of a series of ads which Homer Groening Advertising Agency, Portland, Ore., is running in The New Yorker starting Feb. 20 for its new client, Irish Mist Liqueur Co.*

Spot TV to Bill $1 Billion by '62, Klapperich Says

CHICAGO, Feb. 23—Ralph Klapperich, media director of Knox-Reeves, Minneapolis, predicts that spot tv, which billed almost $600,000,000 last year, "can and should represent over $1 billion by 1962."

Mr. Klapperich last week told the Chicago chapter, Stations Representatives Assn., "I believe spot [tv] attracts the sharper, more knowledgeable advertiser, the guy who knows where the markets for his products are and, knowing this, concentrates his ad expenditures in the top potential area."

He said, "Spot offers the greatest and the easiest way to vary advertising weight and advertising pressure. You don't have to worry about regional editions of publications; you can pick a market on the East Coast and a market on the West Coast without any penalties or premiums." #

Dailies' Linage Gains 9.6% for January Over '59

NEW YORK, Feb. 25—Newspaper advertising linage in January totaled 212,027,241 lines, a 9.6% gain over linage in January the previous year, according to Media Records' check in 52 cities.

Biggest gains in January were reported in automotive, classified and financial categories. Auto linage totaled 10,590,016 in the month, up 19.6% over linage reported in January, 1958. Classified linage, at 60,947,106 lines, was up 16.1% over the like period of 1958, while financial linage (6,419,891 lines) showed a 12.2% gain over linage in January the previous year.

Gains were also reported in retail (up 7.6%), general (6.2%), and total display (7.2%). #

Schenley Allocates $2,000,000 to Push Homogenized Blend

NEW YORK, Feb. 25—A new homogenized Schenley Reserve blended whisky will be pushed by a $2,000,000 ad campaign beginning March 1.

Prepared by Doyle Dane Bernbach Inc., the brand's new agency, advertising in all major dailies covering key blend markets will range from 1,000 lines to pages. Color bleed spreads are set for *Ebony, Life* and *Look*, while outdoor boards, direct mail, business papers and point of sale will round out the drive.

Schenley Reserve's homogenization—made possible by agitation and heat—was described today by Ernest Feldman, general sales manager of Schenley-I. W. Harper Distillers, sales arm of Schenley Industries, as "the most important product improvement in the distilling field" in 25 years.

▪ Advertising, showing whirling propeller blades "whipping" smoothness into the product, will be headlined: "How an exclusive discovery whips extra smoothness into Schenley whisky." Copy will say that "stainless steel blades rotating at a constant speed" whip the whisky "into a smoothness never before attainable."

Mr. Feldman said national distribution of the "improved" reserve has been completed. He added that the process may be applied later to other company labels. #

'Herald-Traveler's' Profit Drop Offsets Radio, TV Gains in '59

BOSTON, Feb. 25—Boston Herald-Traveler Corp. has reported record net revenues for 1959 of $31,083,273, compared with net revenues of $28,977,012 in 1958.

Despite record revenues, the company said its newspaper profits dropped sharply in 1959 and more than offset a "comfortable" increase in profits from operation of its Boston television station, while radio station profits were about even.

▪ Of total revenues in 1959, advertising contributed $16,955,998, against $16,240,368 in 1958. Broadcasting revenue from its wholly owned subsidiary WHDH Inc. (radio and tv) amounted to $7,045,303, up from $5,269,145 the previous year. Revenue from circulation totaled $7,081,972, compared with $7,467,499 in 1958. #

The Holiday Audience...

Announcing a new and comprehensive study of the families influenced by Holiday Magazine. Who they are. What they do. And why they are important to advertisers.

More and more advertisers are turning to the selective market to answer such important questions as: Who are the first families to adopt new products and services? Which families influence trends? Who are the best customers in good times or bad? And advertisers are increasing their concentration on this vital force in today's market: the mobile, active families with high discretionary incomes and highly discriminating tastes—the families who comprise the Holiday Audience. Characteristics and activities of Holiday families were studied by Opinion Research Corporation, with the consultation of Advertising Research Foundation, Inc. The study gives advertisers new guides to the buying power and influence of the some 900,000 affluent families who read and react to the mood of this beautiful exciting magazine. If you would like to know more about this study, call or write your local Holiday office:

NEW YORK, GEORGE OESTREICH, 380 MADISON AVE., MURRAY HILL 7-5300; **PHILADELPHIA,** GORDON RYAN, INDEPENDENCE SQUARE, WALNUT 5-6500; **BOSTON,** PHILIP NUTTING, STATLER OFFICE BLDG., HUBBARD 2-2350; **ATLANTA,** C. J. NARVELL, 805 PEACHTREE ST., N.E., TRINITY 6-5724; **CLEVELAND,** ROBERT EICHELBERGER, 1400 NATIONAL CITY BANK BLDG., MAIN 1-9200; **CHICAGO,** RICHARD EATON, PRUDENTIAL PLAZA, CENTRAL 6-7356; **DETROIT,** KENNETH McCARREN, FISHER BLDG., TRINITY 5-9040; **ST. LOUIS,** NORVEL WALDRON, 915 OLIVE STREET, MAIN 1-7321; **LOS ANGELES,** JOHN BRADLEY, 3540 WILSHIRE BLVD., DUNKIRK 5-0221; **SAN FRANCISCO,** GARTH HITE, 235 MONTGOMERY ST., GARFIELD 1-9193

The Editorial Viewpoint . . .

Advertising Agency Billings No. 16

In this issue we present with pride the 16th advertising agency billing report to appear in ADVERTISING AGE. It is an issue that reviews the state of the agency business, from small agencies to giants, at home and abroad. It is, by and large, a heartening picture; 1959 was a good year for agencies, and it appears 1960 may be even better.

At the same time, we would like to point to two significant and ominous aspects: One is the dwindling ratio of agency profits, as mirrored in the chart on Page 90; the second is the emphasis on volume, to match rising agency costs, which is discussed so lucidly by Clarence E. Eldridge, in a portion of a recent speech (*see Page* 194). This drive for volume results in the many mergers we report. It does result in emphasis on size for the sake of size, and in a business so dependent on personal relationships and personal skills as the advertising agency business, the emphasis on massive volume may be a mistake, if either the relationships or the skills are impaired in the process.

We should like to call to your attention the billings of the 629 agencies which appear in this issue, and particularly to those of 121 agencies headquartered in other countries around the world. We think many advertising people will find it surprising that the fifth largest agency in the world is in Japan—the giant Dentsu—and that four agencies in Britain top the $30,000,000 mark.

We have altered the presentation of some of the tabular matter to make it more comparable and more useful, and we have extended the individual profiles on agencies to make the material more complete and valuable. And we would like to take this opportunity to thank the hundreds of agency people involved in this undertaking. Without their help and cooperation, a report of this magnitude would be impossible.

Credits for The Council

In the 18th annual report of the Advertising Council, President Theodore S. Repplier took a moment to pay tribute to the men whose work made the council possible in the uncertain winter of 1941-42. He mentions James Webb Young—"the best creative mind by which advertising has ever been graced"—as the first of the founders; Chester J. LaRoche, who "could never rest easy until advertising was hard at work to win the war"; Paul West, who was kindled by the ideal "and enterprising enough to do something about it"; Harold Thomas, who guided the council through the tense war period, and Frederic Gamble, who helped Mr. LaRoche get the all-important first contribution to the council from the Four A's.

He mentioned, as well, the late Miller McClintock and Eugene Meyer, Washington publisher, who advised the admen about the capital and its intricate structure. He cited the services of Drew Dudley, who helped the council more "than any other man inside government." And he named these advertising executives, some now retired, as men who deserved a founder's medal: Thomas D'Arcy Brophy, Bill Reydel, Lee Bristol, A. O. Buckingham, H. W. (Tex) Roden, Charles Mortimer, Niles Trammell, Frank Dunnigan, Leo Burnett, Frank Braucher, A. E. Winger and William Chandler.

For those many advertising men to whom the Advertising Council is a proud and permanent institution and who respect it for its contributions to our way of life and its representation of the finest aspects of the advertising business, this acknowledgement of the vision and energy of the little group of men who made the council possible is both graceful and opportune. They deserve the sincere thanks of all those in advertising who believe in its power to serve the public interest.

The Old Order Changeth

A news release sent out by Bobb Chaney, head of the Minneapolis office of BBDO, demonstrates about as graphically as anything we've seen lately the growing complexity of advertising agency service.

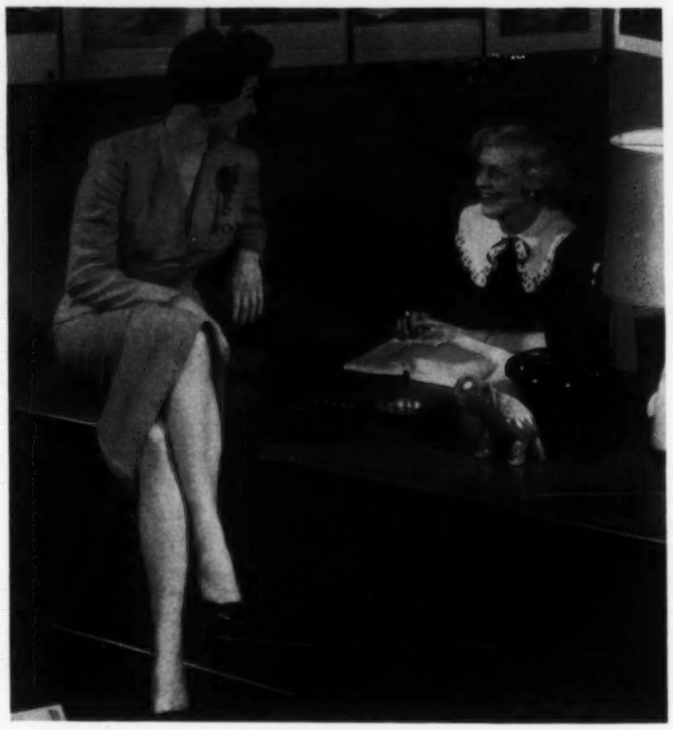
Aside from regular client contact calls or routine liaison trips to other BBDO offices, Mr. Chaney's memo reports, 18 members of the Minneapolis staff traveled 113,170 miles on client business *not directly related* to the planning and preparation of advertising.

The calls were for such purposes as attending and participating in client sales meetings; distributor conferences; store audits; media contacts, and attending trade and industry conferences and conventions.

The travel involved 76 individual assignments for 15 clients, and a total of 233 working days.

"Such activities," said Mr. Chaney, "are usually classified more in the realm of marketing than advertising, but they contribute to the effectiveness of advertising." He's right; but it is well to remember that they also contribute to the cost of agency service.

Gladys the beautiful receptionist



—Robert C. Bailey, Jeffrey Mfg. Co., Columbus, O.

"The plans board revamped the campaign when the client said that for the first time in his life he felt really cleaned."

What They're Saying . . .

Service, or No Sale

The future success of brand names in automobiles will depend to a great extent on the quality of service offered by dealers. That is why I believe that sales of many of the smaller foreign cars in this country will remain limited. They are frequently sold by automobile "supermarkets" offering a variety of makes, and it is obvious that these mass dealers are not equipped to provide parts and service efficiently for all the makes they offer.

There are over 60 makes of foreign cars now being sold in the United States. Only those cars that carry with their sale the assurance of efficient service and availability of parts have an opportunity to make any progress in the American market.

There are those who believe everything will go compact. There is a danger in this belief that is short-sighted and not too well founded. We must not overlook the fact that one of the biggest successes on the market today is the long, large, high horsepower car. And there are many people who want such a car. There are forecasters in this industry who see two distinct developments in motor transportation—the convenience-size urban car and the highway cruiser. In some cases one family will have one of each.

—From a speech by Harold E. Churchill, president of Studebaker-Packard Corp., at the National Industrial Conference Board's 40th meeting Jan. 22 in New York.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Pierre Martineau says furniture ads confuse housewives to the point that they're too bemused to buy.

Unfortunately pundits in decoration, as in motivation research, have a language all their own.

•

Ray Rubicam sets the record straight by pointing out that Roy Whittier, not George Washington Hill, originated the Pall Mall slogan, "Travels the smoke further."

Young & Rubicam resigned the account, but not the credit.

•

"Accuracy of material in ad columns should be as high as in news columns," says Charles H. Kellstadt, president of Sears.

Everybody agrees on that—but they can't agree on just how to bring about this happy state of affairs.

•

Jack Paar's return to the nightly network chores March 7 got the merchandising executives of Bon Ami off the hook. They had not only bet their advertising bankroll on the show, but even put Jack's profile on the cans.

•

"Gillette reports $35,700,000 ad spending in 1959," headlines the world's greatest advertising journal.

And a substantial part of it was used to present the Friday night fisticuffs on tv, a show to which NBC would now like to apply a TKO.

•

A Canadian agency employe suspected of financial skulduggery is reported to be enjoying a vacation in Paris.

Under the circumstances he's probably decided to make this a vacation to be remembered fondly, even in durance vile.

•

Felix Coste is probably beginning to suspect that the most popular outdoor sport at the moment is taking pot shots at outdoor advertising.

•

"We were out to lunch with an old ad manager friend of ours recently," is the way a *Post* promotion ad begins.

Only trouble with this kind of intimate personal recital is that the spotlight of reader interest is too likely to be concentrated on the food and drink.

•

Cranston Williams is retiring as general manager of the American Newspaper Publishers Assn. Aug. 1, and admirers who knew him at the SNPA are wondering if he's planning to catch that Chattanooga Choo-Choo.

•

The *Washington Post* used a spread in AA to dramatize its rise from eighteenth to seventh place in the Media Records sweepstakes, and incidentally gave some excellent publicity to the perennial linage champ, the *Los Angeles Times*.

•

Since Gamble-Skogmo is offering some very attractive sales events by way of celebrating its hundredth anniversary, the customers will gladly overlook the fact that the actual centennial is still a mere 65 years away.

COPY CUB.

Only six newspapers in America published more total advertising during 1959 than The Washington Post with 44,491,000 lines. Among newspapers in the nation's top ten markets only three published more than The Washington Post. These were The Los Angeles Times, The New York Times and The Chicago Tribune.

MEDIA RECORDS

The Washington Post
Snow Paralyzes Area

FIRST IN WASHINGTON

Member Newspaper Color Advertising, Inc.

Continuity Rates Apply to Both Color and Black and White

Represented by: Sawyer, Ferguson, Walker Co.—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd.—London; Senor G. Enriquez Simoni—Mexico City; Allin Associates—Toronto and Montreal; The Hal Winter Co., Florida Hotel and Resorts, Miami Beach; Tom McGill, New England Hotel and Resorts, West Roxbury, Mass.; Lou Robbins, N. Y. and N. J. Hotel and Resorts, 1265 B'way, N. Y.; Grant Webb Co., Financial Adv., N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; Puck, The Comic Weekly

McCall's

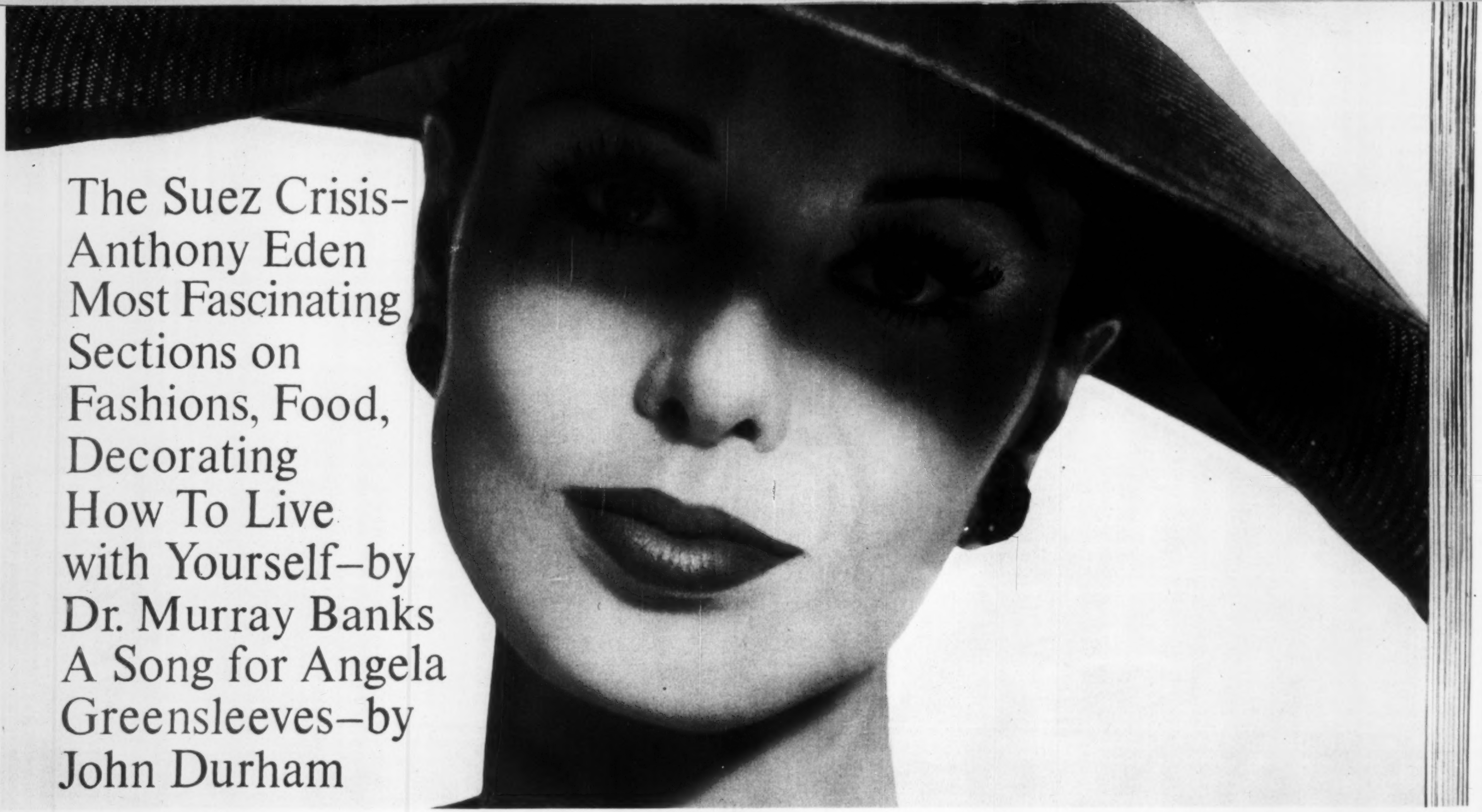
March 1960 — 35 cents

Marlene Dietrich–The Woman and the Legend

Romance and Old Shoes
by Adela Rogers St. Johns

My Wild Irish Mother–by Jean Kerr

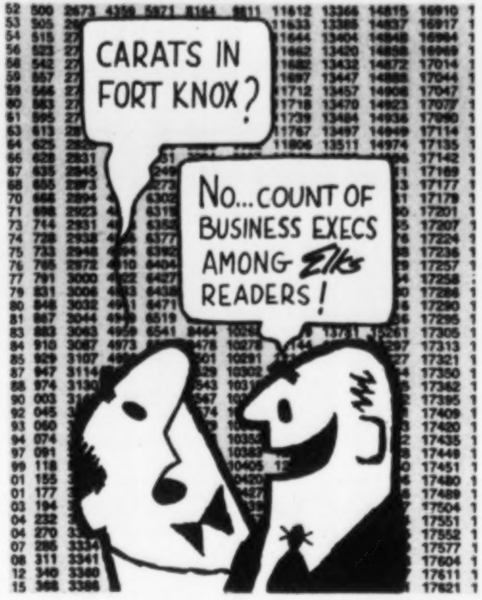
Excerpt from
the Autobiography of
Carol Lorillard
The Forbidden
Ground–by Nora
Johnson



The Suez Crisis–
Anthony Eden
Most Fascinating
Sections on
Fashions, Food,
Decorating
How To Live
with Yourself–by
Dr. Murray Banks
A Song for Angela
Greensleeves–by
John Durham

BIGGEST ISSUE EVER!

March Issue over $3,000,000! Most Advertising Linage-54.8% over last March! Greatest Dollar Volume-66.8% over last March!


CARATS IN FORT KNOX?
No... COUNT OF BUSINESS EXECS AMONG Elks READERS!

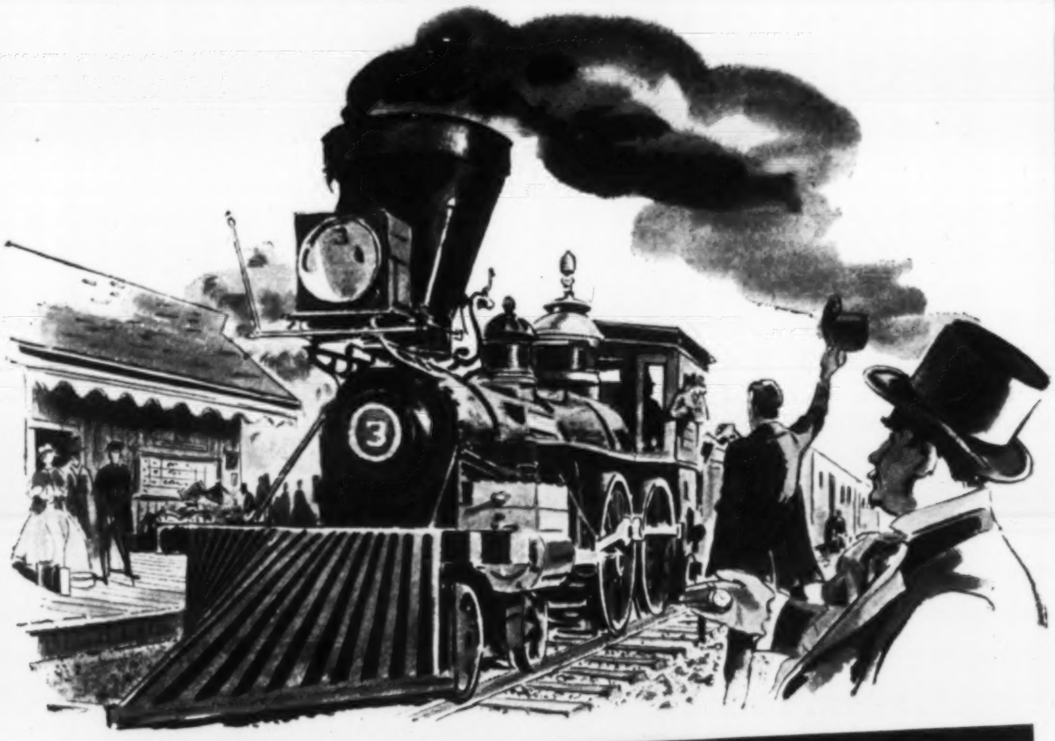
Elks has the highest percentage of business owners and officials of all men's magazines in the latest Starch Report—35.2%. Only 1 magazine of all 53 surveyed tops ELKS in this category.

Top occupational status accounts for ELKS high median income of $7220 . . . and explains why ELKS leads more ownership classifications than any other men's magazine reported.

This unmatched audience of businessmen is reached best by advertising in The ELKS Magazine. Contact your local ELKS representative for details, or write for our booklet—"The ELKS Market."

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.



YOU MAY NOT OWN THE OLDEST COMMON STOCK*—

BUT... Your WKZO Radio Investment Is The Best In Kalamazoo-Battle Creek And Greater Western Michigan!

7-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH-APRIL 1959
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	21	11
12 NOON - 6 P.M.	27	22	10
6 P.M. - 12 MIDNIGHT	29	22	10

WKZO-AM is *far and away* your best radio investment in Kalamazoo-Battle Creek and Greater Western Michigan.

WKZO-AM holds the top position by a wide margin—Pulse (see left) gives WKZO-AM a total audience *32% larger than that of any other station serving this market.* In fact, WKZO-AM is a solid "first," Monday through Friday (6 a.m.-Midnight) in 345 of 360 quarter hours surveyed!

Ask Avery-Knodel for a prospectus!

**Common stock which has been paying dividends longest is Pennsylvania Railroad, since 1848*

AM—TV—FM

The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK
AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

World travelers: On a three-week Mediterranean cruise are **Morris H. Hammer,** president of Hammer Co., Hartford agency, and Mrs. Hammer . . . **Henry Mayers,** president of Davis, Johnson, Andersen & Colombatto, Los Angeles, and Mrs. Mayers are on a three-month trip around the world. The first part of the trip will be through Asian countries where they will "look from the other end" at the program of "Magazines for Asians," which the Mayers headed and have now brought under the "Magazines for Friendship" organization (AA, Dec. 7, '59). In April, **J. W. Mason,** vp of Wilson, Haight, Welch & Grover, Hartford, will be found touring England and Scotland . . . **A. A. Landis,** vp and secretary of Koehl, Landis & Landan, New York, is in the Far East helping with a touring survey jointly sponsored by the Pacific Area Travel Assn. and the U. S. Department of Commerce . . .

Sick Bay: **Rudolph Montgelas,** president of Ted Bates, back to work last week after a tonsilectomy Feb 15 . . . **Johnny Lurkjian,** treasurer of Lloyd Advertising, Boston, is hobbling around on crutches: a sprained foot is his skiing memento . . .

A LADY RETIRES—*Marie E. Nyhan, who is retiring as treasurer of Robertson, Buckley & Gotsch, was honored at a luncheon where she was presented with golf clubs by (l. to r.) Clarence M. Gotsch, vp; Homer J. Buckley, chairman of the board; Jim Stenski, business associate, and Scott Robertson, president. Miss Nyhan was one of the founders of the firm in 1945.*

S. R. Bernstein, AA editorial director, returned from his recent vacation a grandfather. His daughter Janet and husband Charles Wingis welcomed their first—a son born Feb. 12. It was a double celebration for the date marks the Wingis' first anniversary. Charles is with *Supply House Times* . . .

In Las Vegas, **Jack Barry,** former tv producer now exec vp of Fragrance Process Co., New York, observed St. Valentine's Day by marrying **Patte Preble,** casting assistant at Young & Rubicam . . . Lincoln's birthday was the wedding day for Karen Marie Peterson and **John Stuart Howard** of Benton & Bowles . . . Also at Benton & Bowles, **Roy Eaton,** musical director, was married Feb. 20 to childhood friend, Minnette Ivy Delph. They're honeymooning in Hawaii . . .

WFRV, Green Bay, Wis., is represented at the Olympics by time salesman **John Mayasich,** a member of the U.S. hockey team. He also played with the Olympics squad in Cortina, Italy in 1956, where he was high scorer . . .

Media/scope editor **Roger Barton's** book on advertising, "Advertising Handbook," is being translated into Serbo-Croatian by a Yugoslavia publishing house . . .

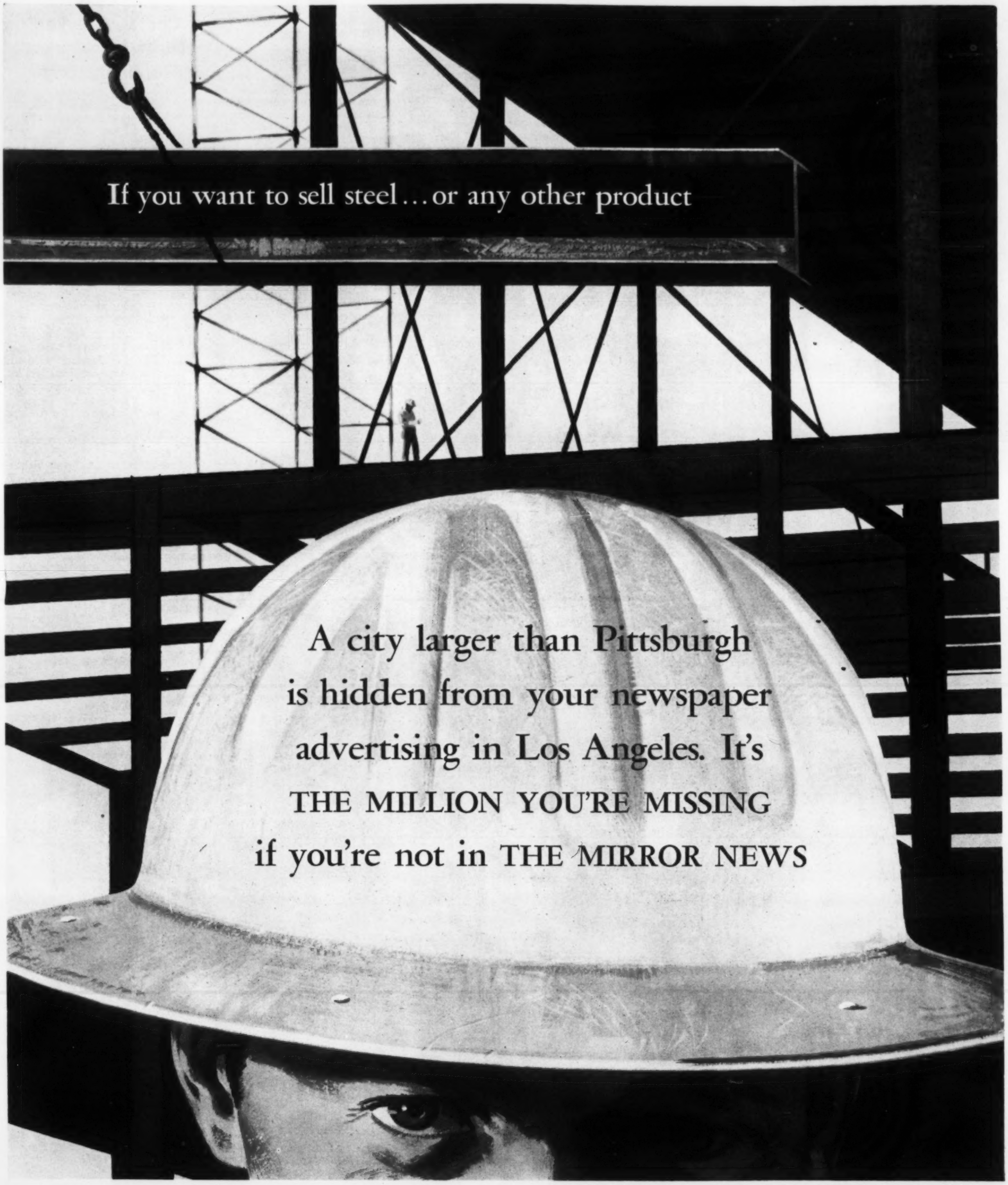
Alton Ketchum, vp of McCann-Erickson, has been elected president of the India America League, newly organized to develop ideas for "social and cultural interchanges between India and the U.S." Secretary of the group is **Ambrose Addis,** director of marketing studies, Lever Bros. . .

Bill Mitchel, account exec at Mann Advertising, Los Angeles, and wife Marilyn have adopted their second child, an 11-week-old daughter, Wendy Kay . . . **Fred Manley,** copywriter with Cunningham & Walsh, is winner of the 1959 Gold Star Competition of the San Francisco Copywriters' Club. Runnersup for the award, initiated this year by the *San Francisco Examiner,* were **Winston Norman** of Guild, Bascom & Bonfigli, and **Toby Sacher** of Cunningham & Walsh . . .

Avrom Winfield, Donahue & Coe art director, has been awarded first prize in a contest for poster designs announcing the 1960 Academy Award telecast . . . Peters, Griffin, Woodward, New York, station representative, has presented its Television Colonel of the Year award to **William J. Tynan,** vp and midwest tv sales manager. **Alan J. Bell,** a member of PGW's promotion and research department, has been named Radio Colonel of the Year . . .

Sue Johnson and **Hunter Yager** were married Feb. 17. The groom is with Grey Advertising; his father, **Jules Yager,** is president of Media Advertising Service . . . Also from Grey Advertising, **Reed Maxwell Badgley** will be married in June to Judith Ann Prior . . .

Southern Politics: **J. F. Huskins,** president and general manager of the *Record & Landsmark,* Statesville, S. C., has announced he'll campaign for the Democratic nomination for the state senate. . . **James H. Gray,** publisher of the *Herald,* Albany, Ga., and a native of New England, is the new head of the Democratic party in Georgia —the first time a New Englander has headed a state Democratic party in the South . . .


If you want to sell steel… or any other product
A city larger than Pittsburgh
is hidden from your newspaper
advertising in Los Angeles. It's
THE MILLION YOU'RE MISSING
if you're not in THE MIRROR NEWS

Over 300,000 families—more than 1,000,000 men, women and children—read The Mirror News. 4 out of 5 take no other Los Angeles weekday metropolitan newspaper (84.4% read no morning newspaper; 95.3% read no other afternoon newspaper).

Predict Prosperous 1960s
MIRROR NEWS
INCOMES REACH NEW HIGH IN LOS ANGELES

1st IN THE WEST IN AFTERNOON HOME-DELIVERED CIRCULATION

LOS ANGELES EVENING
MIRROR NEWS

Represented by O'Mara & Ormsbee
New York, Chicago, Detroit, San Francisco

BE THE FIRST TO TELL YOUR MEDIA MAN

There's a new market to be tapped. Because of the accelerating increase of people over 65, construction and operation of nursing homes and homes for the aging is now one of the nation's fastest growing industries. (4-month growth: 502 homes at an estimated total cost of $278 million)

Learn the dimensions of this market in our B P R D ad or by writing to . . .

PROFESSIONAL
nursing home

THE MILLER PUBLISHING CO.
2503 Wayzata, Minneapolis 40, Minn.
Business Journalists Since 1873

New Rand McNally Atlas Shows 11 New Metro Areas

With the publication of the 91st edition of the "Commercial Atlas & Marketing Guide," just off the press, Rand McNally & Co. has designated 11 new metropolitan areas in the country. Largest of the 11 is the combined urban area of Pomona and Ontario, Cal., with an estimated 1960 total population of 200,000. Another new metropolitan area is Las Vegas, Nev., with population of 112,000. Las Vegas, with a 1950 population of some 40,000, had a 175% growth during the past decade. A city and its suburbs must have a population of at least 100,000 to be eligible for the Rand McNally metropolitan area rank.

The 91st edition contains 566 pages and weighs 20 lbs. The book is not for sale, but may be leased for $55 per year.

'Medical Tribune' to Bow

Medical Tribune, a new medical newspaper, will be launched shortly, reportedly under the auspices of William Douglas McAdams Inc., New York, ethical drug agency. The publication is expected to solicit advertising from all ethical drug companies.

Esquire Sets Broadcast Unit

Esquire Inc., New York, has set up a radio and television division to "seek immediate acquisition of properties." Barry Sherman, formerly operations manager and assistant to the president of WITH, Baltimore, has been named managing director of the division.

'Chain Store Age' Gives Advertisers Tips on Displays

NEW YORK, Feb. 23—A section on what food chains look for in point of purchase material is contained in the annual "Display Manual," published by *Chain Store Age*. The section, based on interviews with chain store executives representing 21 chains and 5,000 stores, points up the most common desires.

General agreement was found on the following points, outlined in quotations from interviews:

- "We want to see material early. We work on a quarterly merchandising plan and need four to six weeks prior to the quarter to consider a promotion and the material to back it up."
- "We'd like to see the material in its rough or layout stage."
- "The manufacturer is entitled to brand name prominence, but it shouldn't try to dominate the store."
- "Leave us room for our message."
- "The material that can be tied in with departments throughout the store is the kind we want more of."
- "Materials should be planned to provide for variety and individual chain adaptation of sales messages."
- "Design layouts in sections, so they can be cut down to accommodate smaller stores."
- "Material should be in proportion to the size of display that can reasonably be expected for the product."
- "No long-range ivory tower material, please. We want material designed to sell merchandise right now." #

Hiram Walker Names Lehrter Ad Manager

Hiram Walker Inc., Detroit, has appointed Herbert A. Lehrter advertising manager, a new position. The appointment follows that of Donal J. O'Brien, vp and ad director of Hiram Walker Inc., to the additional post of director of advertising and sales promotion of the parent company, Hiram Walker-Gooderham & Worts Ltd. (AA, Feb. 15). Each of the parent company's subsidiaries now has an ad manager reporting to Mr. O'Brien.

Herbert A. Lehrter

Mr. Lehrter, until his resignation Dec. 1, was general advertising manager of Mars Inc. (AA, Nov. 2, Nov. 9).

Page Appointed Exec VP

O'Grady-Andersen-Gray, Chicago, has appointed Jack Page exec vp. Mr. Page joined the agency four years ago as director of radio and television and in 1958 was named vp and head of the agency's local market operations group.

Newman Named to New Post

Dan Newman has been appointed to the new post of advertising sales manager of *Electronic News*, New York. Mr. Newman was formerly New Jersey-New York advertising salesman for the magazine.

Appoints Eric Sheldon

Standard Camera Corp., New York, has appointed Eric J. Sheldon as director of national sales. He was formerly eastern division sales manager for Technicolor Products.

The silent consultant whose pages speak for you at decision time

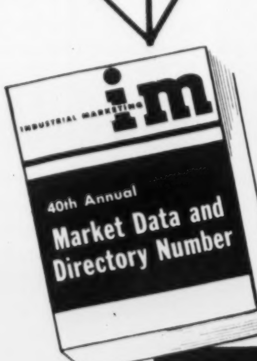
Advertising Management
industrial marketing
im
40th Annual
Market Data and Directory Number
Market Research Management
Agency Media Executives
Top Management
Sales Management
Agency Principals
Account Executives

WHEREVER industrial markets and media are being selected and schedules planned, it's a safe bet you'll find Industrial Marketing's Market Data & Directory.

FIGURATIVELY, the Market Data & Directory "sits in" on thousands of planning sessions each year. There, industrial advertisers and agencymen who choose markets and media look to this annual reference issue for the basic information they need *before* marketing decisions are made and schedules set.

WHAT'S MORE, consulting the Market Data issue isn't "a one shot deal." Many of the executives who rely on the Market Data issue tell us that they use it *weekly* or at least *monthly*. In some firms it gets *daily* use!

IF YOU WANT your sales story to speak for you when marketing plans are shaping up, your ad belongs in IM's Market Data & Directory, issued each June 25. Positioned in the editorial section devoted to your market and medium, your "tell-all" ad can be seen by decision-makers *throughout the year*.



INDUSTRIAL MARKETING'S 40th ANNUAL MARKET DATA & DIRECTORY is the only single source available on market-with-media data on each of 72 major industrial and trade markets. The following information is presented for each of the markets covered: Industry composition · Current trends · Basic statistics · What the industry buys · How the industry buys · Available market data · Trade associations · Media covering the market

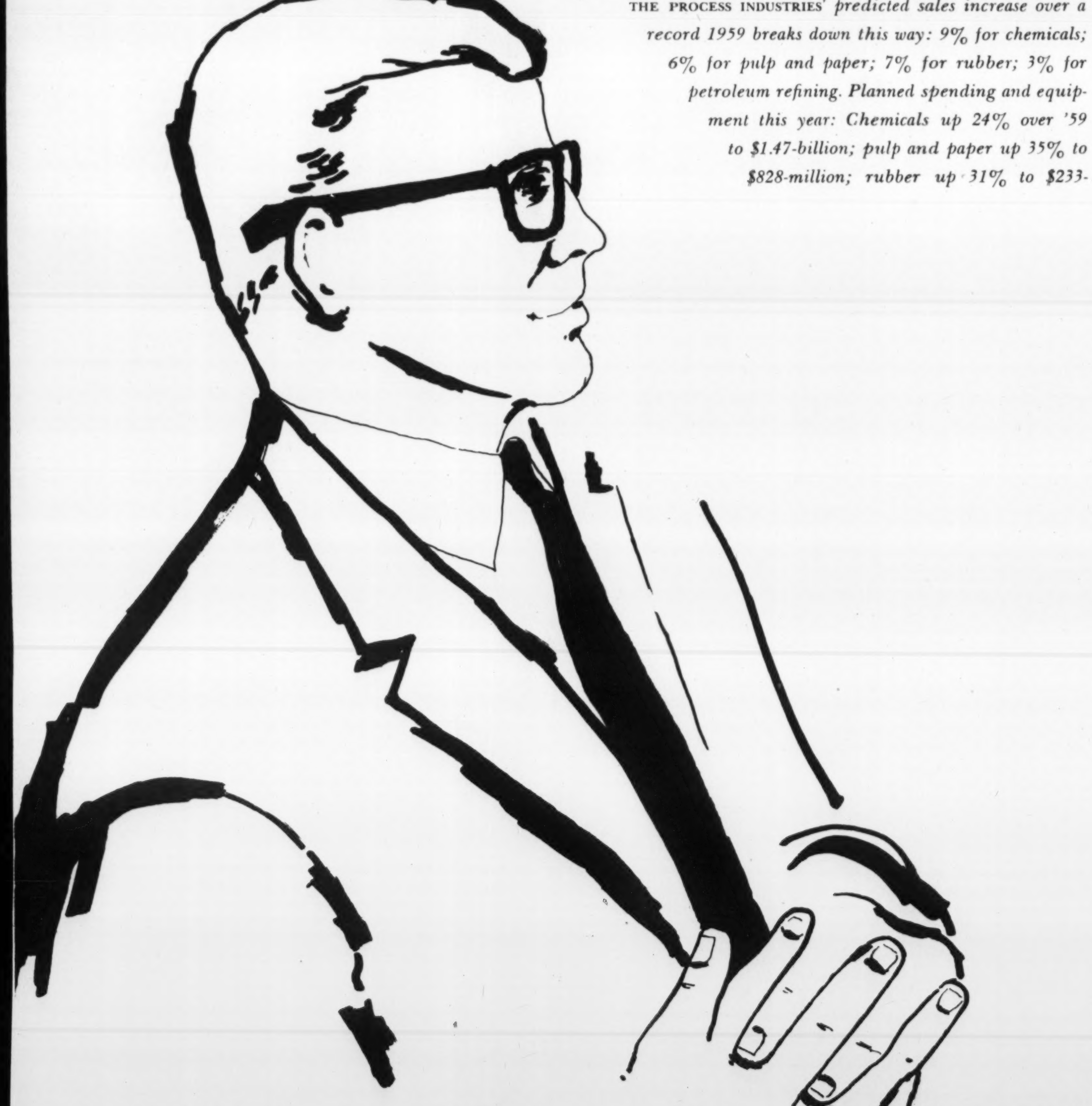
200 E. ILLINOIS ST. · CHICAGO 11 630 THIRD AVE. · NEW YORK 17

AD COPY CLOSING MAY 10 ● MAKE YOUR SPACE RESERVATIONS TODAY ● PUBLICATION DATE: JUNE 25

WHY DOES THE NEW PUBLISHER OF CHEMICAL ENGINEERING FEEL SO BULLISH ABOUT YOUR 1960 CPI SALES CURVE?

You, yourself, have felt the power

behind the Chemical Process Industries rolling into the "Sixties." It has become the greatest of growth markets in a growth era – challenging the seeming tradition that as an industry matures, its growth must slow down and it must ultimately decline. CONSIDER THIS: In something under 20 years, CPI output has multiplied more than 600 percent. The CPI runs today at an annual $98-billion rate, just about a sixth of the Gross National Product. Virtually every segment of this inter-related market foresees handsome increases in sales volume in 1960 and beyond, and is preparing for them with marked boosts in capital spending. Every encouraging news report you've read is completely confirmed by a survey recently completed by McGraw-Hill's Dept. of Economics . . . THE PROCESS INDUSTRIES' *predicted sales increase over a record 1959 breaks down this way: 9% for chemicals; 6% for pulp and paper; 7% for rubber; 3% for petroleum refining. Planned spending and equipment this year: Chemicals up 24% over '59 to $1.47-billion; pulp and paper up 35% to $828-million; rubber up 31% to $233-*



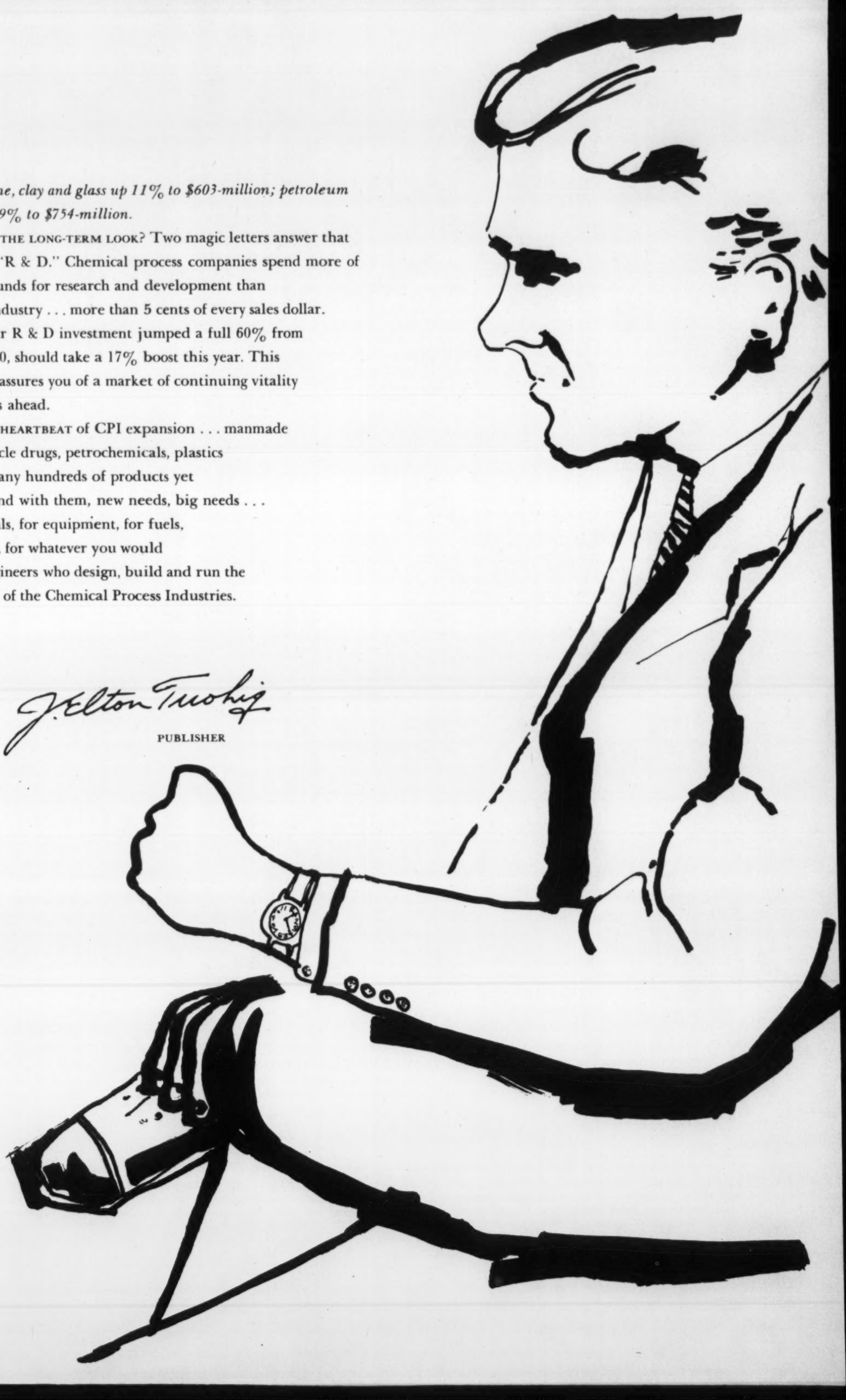
million; stone, clay and glass up 11% to $603-million; petroleum refining up 9% to $754-million.

HOW ABOUT THE LONG-TERM LOOK? Two magic letters answer that question — "R & D." Chemical process companies spend more of their own funds for research and development than any other industry . . . more than 5 cents of every sales dollar. In fact, their R & D investment jumped a full 60% from 1953 to 1960, should take a 17% boost this year. This investment assures you of a market of continuing vitality in the years ahead.

THIS IS THE HEARTBEAT of CPI expansion . . . manmade fibers, miracle drugs, petrochemicals, plastics and how many hundreds of products yet to come. And with them, new needs, big needs . . . for chemicals, for equipment, for fuels, for services, for whatever you would sell the engineers who design, build and run the busy plants of the Chemical Process Industries.

J. Elton Tuohig

PUBLISHER



What are Chemical Engineering's editors planning that coincides so compatibly with your own customer interests?

Each of the engineers who shares in the editing of this magazine is primarily concerned with: *"Technology applied for profit."* This is a rugged responsibility even for a staff of 22 industry-experienced engineer editors. It involves obligations of field coverage, of interpretation and presentation, of job-interest content to serve the chemical engineer whatever his particular function. Most of all, it means developing the insight to anticipate his needs.

In a multi-industry field growing as furiously as the CPI, such professional "needs" never seem to slow down to take a breath. This explains why we had to step up the frequency of our publishing service to a bi-weekly basis, and the heartening endorsement it received from subscribers.

New Emphasis, Stronger Service

It has been said that a good editor is his own severest critic, and it certainly seems to work out that way around here. So no matter how complete and comprehensive CE's present "Table of Contents" may appear to you, there are bright new editorial improvements due this year, and you ought to know more about them . . .

Take our three newest departments—"Process Design Notebook," "Operations and Maintenance," and "CE Cost File." They've gone over better than our brightest expectations—so we're putting more pages at their disposal, and increasing their utility with every-issue appearance.

We're also adding a fat block of pages to our primary editorial section. These feature articles are the main course in CE's 26-meal menu for the engineer. We're serving up bigger and better portions for him in '60. Readership scores say he thrives on them.

Smarter Presentation, Stepped-up Research

You as an advertising man know better than anyone else that presentation is often as important as content. This is why we're intensifying both our verbal techniques and our graphics. As new issues of CE come off press, we will be especially interested in your reactions. We've already made the initial step through planned additions to our copy and art processing staffs.

Perhaps even more significant to you . . . the new editorial research studies now underway. We aim to uncover via personal interviews just as many facts as we can about our present and potential audience, their reading interests, habits and patterns. These surveys augment our monthly mail reader-interest surveys (now in their 11th consecutive year) in guiding editorial planning.

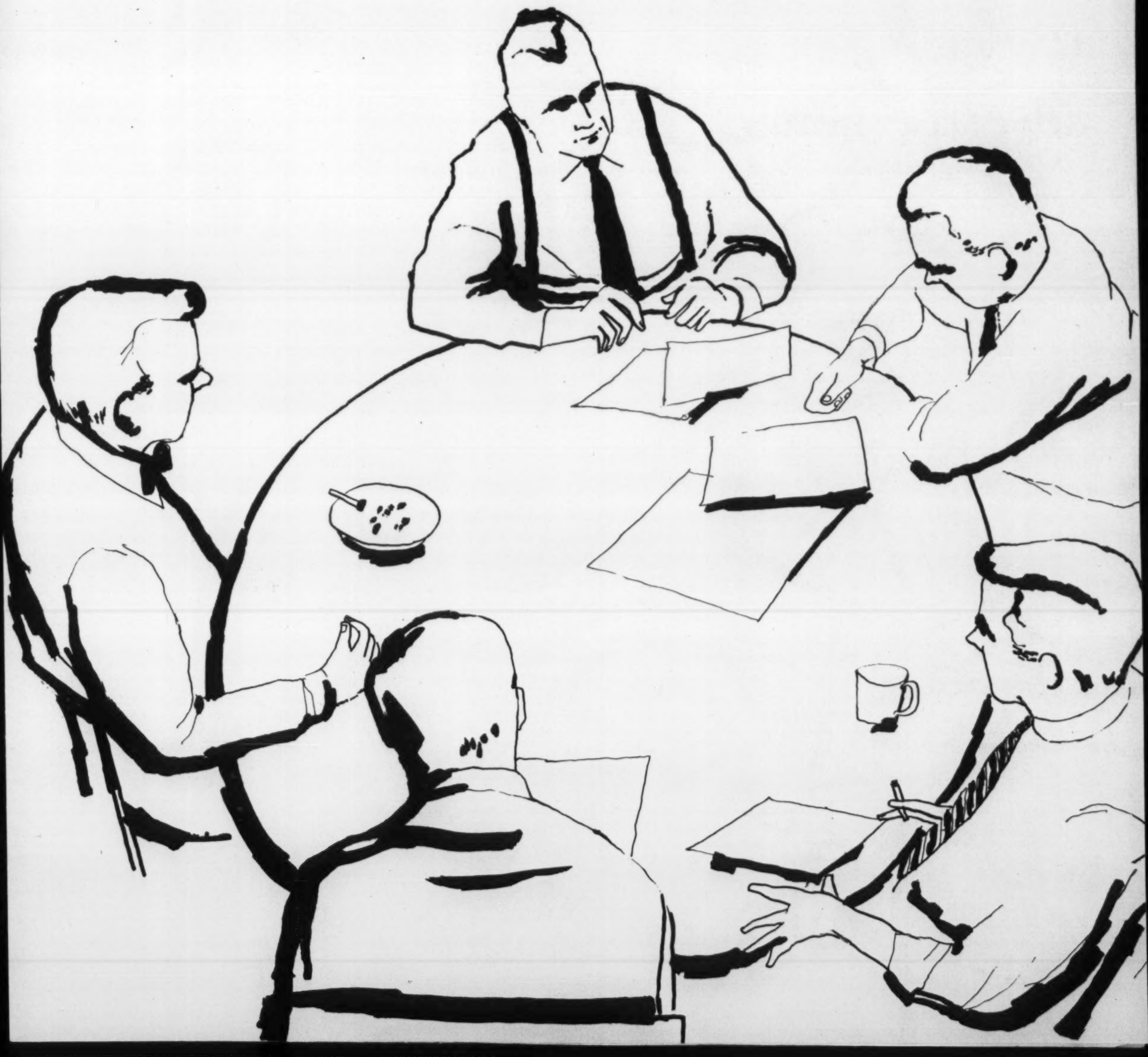
This cumulative, heightened effort, we feel, is imperative because of the mounting demands on the chemical engineer's skill and time. And on CHEMICAL ENGINEERING's editors, too . . . because this year all of us will be putting even more time into field contacts and on-the-job travel.

A Most Compatible Climate

The impingement of this stepped up service on your own customer-prospect development could be considerable. For in your own way, you are just as vitally concerned with *"Technology applied for profit"* as we are. This is amply confirmed by CE readers, who, our studies show, make little discrimination between editorial and advertising in what they read, or how well they read it. They simply ask that it be job-helpful and intelligently presented.

Cecil H. Chilton

EDITOR-IN-CHIEF



What aspect of CE's circulation means so much to the readership of your advertisements?

If you're a man with an eye for figures, you know that Chemical Engineering's paid circulation has prospered year after year . . . from 33,000 in 1948 to a record 48,000 in '59. Its growth has progressively matched CPI growth, itself, steadily up-and-up.

Of even greater concern to you, these considerable subscriber gains have been made under a self-discipline of severe quality standards. All lists used for mail solicitation are sifted before use to remove substandard listings. Every CE field salesman works for commissions and bonuses payable only for quality subscriptions. All this *before* the fact. And, finally . . . every new subscription that arrives, regardless of its source, is checked against CE's specifications for title, function, branch of industry, size of plant, etc. How seriously? Well, last year it meant 583 orders for subs — worth $2,661 — were rejected.

Now, to this "Quality-Quantity" complex, add the most important consideration to both you and ourselves — "Vitality". Chemical Engineering has always possessed a lively readership. Such is the nature of the man and the market. But when we stepped up publishing service to an every-other-Monday cycle, 26 issues a year, in 1958, favorable reader reaction kept mounting and mounting . . . still hasn't cooled off.

Even being hardheaded about our bi-weekly model, we find eloquent confirmation in the rising readership scores of both editorial and advertising pages, and in the free-wheeling compliments of engineer-subscribers in field interviews. Most pertinently, you'll be interested to know that readership is up 13.9%, ad scores up 18.4%, inquiries produced per item up 22.2% and subscription renewal percentage up 5.8% over the monthly issues.

We'll continue in 1960, to find the most worthwhile technical buying influences in the CPI and attract them by serving their specialized informational needs. We're not resting on our laurels, but everlastingly building a better product, just as you, yourself are.

Paul W. Erb

CIRCULATION MANAGER

What does Chemical Engineering's 57-year record of advertising leadership mean to your sales efforts?

How much do you calculate Chemical Engineering will increase its advertising leadership this year? This question's almost as important to your CPI sales efforts as it is personally to the CE staff. After all, advertising leadership represents the composite testimony of sales professionals on the selling power of a publication. Every year since 1902, these marketing pros have made their biggest sales pitches in the pages of CE.

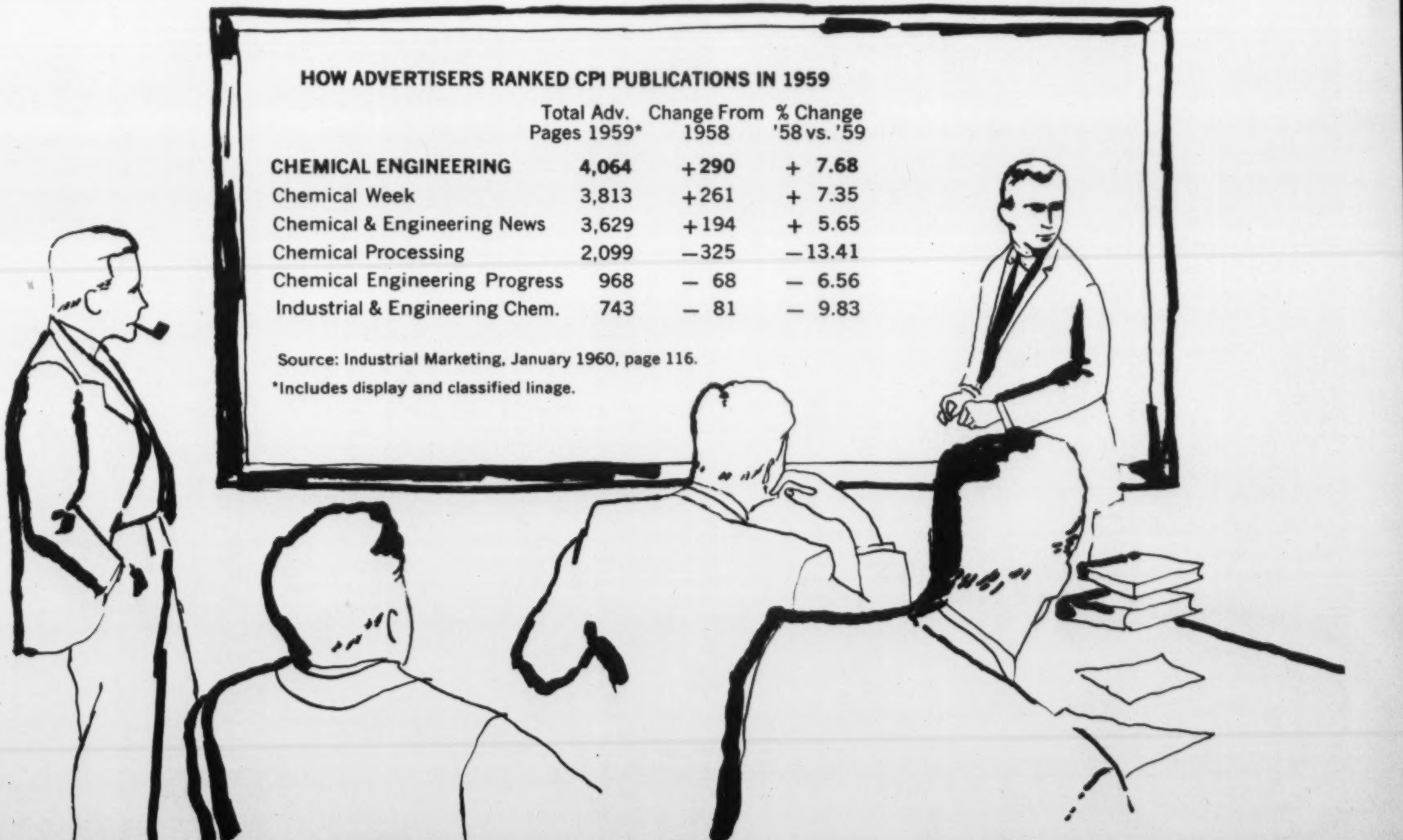
Take 1959. CPI advertisers ran some 4,064 pages of advertising in CE—an increase of about 290 pages over 1958. And for 1960? Well, at the rate space contracts for new business and increased schedules are arriving, indications are plentiful that CPI firms and their suppliers are placing even greater value on the buying power of Chemical Engineering's circulation and the editorial climate that assembles these readers every other week.

CPI advertisers send their contracts to CE with the confidence that this publication will *move goods* for them. Surely there could be no other factor that could account for this consistent 57-year record of leadership.

CE's leadership means exactly this to your sales efforts, too. The publishing direction, the editorial climate, the circulation values and the interested readership that have given so many important companies the confidence that Chemical Engineering will make sales for them in the CPI marketplace can work for you, too. These companies have learned year-after-year that when Chemical Engineering heads their advertising schedule their sales interests in the nation's largest growth market are best looked after.

Anton J. Mangold

BUSINESS MANAGER



HOW ADVERTISERS RANKED CPI PUBLICATIONS IN 1959

	Total Adv. Pages 1959*	Change From 1958	% Change '58 vs. '59
CHEMICAL ENGINEERING	**4,064**	**+290**	**+ 7.68**
Chemical Week	3,813	+261	+ 7.35
Chemical & Engineering News	3,629	+194	+ 5.65
Chemical Processing	2,099	−325	−13.41
Chemical Engineering Progress	968	− 68	− 6.56
Industrial & Engineering Chem.	743	− 81	− 9.83

Source: Industrial Marketing, January 1960, page 116.

*Includes display and classified linage.

Suppose you wanted to do something right this minute... to help Chemical Engineering help you?

The most sensible move you can make is to put in a call to the CE representative in your territory (eyes right) and set a date for a marketing conference with him at your earliest convenience. No pressure, no pep talk, no strings attached.

You'll find him not only a conscientious marketing counsel, sofar as the CPI is concerned, but just about the best-armed media man in the business. He can make what is literally a library of sales and advertising helps available to you . . . market and product studies, buying analyses, reading habits and preference surveys, etc. In fact, most other CPI publishing people readily acknowledge CHEMICAL ENGINEERING as marketing headquarters for the field.

But there are two tools, in particular, he carries with him that can be of inestimable value to you. One is the complete breakdown of the new CPI Census, just released by McGraw-Hill, and freely available to you. And here, surely, is where your marketing job begins.

Hand-in-hand with it, CE's new "Blueprint for Selling", a 6-chapter work-file for accurately sizing up your share of the market, sharpening sales strategy and drafting your sales tactics . . . for pinpointing your true buyers, projecting your best sales story, and then making sure your plan will work. If you haven't seen it, if you aren't now using it . . . it will be a revelation to you.

All this and much, much more is yours for the asking, regardless of your product or size . . . so long as you are as serious as we are about your CPI future.

Chemical Engineering

Chemical technology for profit-minded engineers

A McGraw-Hill Publication 330 West 42d St., New York 36, N. Y.

ATLANTA 3:
W. O. Crank
1301 Rhodes-Haverty Bldg.
JAckson 3-6951

BOSTON 16:
A. S. Reed
350 Park Square Building
HUbbard 2-7160

CHICAGO 11:
D. Gridley
J. M. Rodger, Jr.
520 North Michigan Ave.
MOhawk 4-5800

CLEVELAND 13:
L. J. Biel
55 Public Square
SUperior 1-7000

DALLAS 1:
R. T. Wood
Vaughn Building,
1712 Commerce Street
RIverside 7-5117

DENVER 2:
J. W. Patten
Tower Bldg.,
1700 Broadway
ALpine 5-2981

DETROIT 26:
C. M. Crowe, Jr.
856 Penobscot Building
WOodward 2-1793

FRANKFURT/MAIN:
M. R. Zeynel
85 Westendstrasse
Frankfurt 23648

LONDON EC 4:
E. E. Schirmer
95 Farringdon Street

LOS ANGELES 17:
John Uphoff
1125 W. Sixth Street
HUntley 2-5450

NEW YORK 36:
J. R. Emery
R. G. Frederick
A. L. Gregory
500 Fifth Avenue
OXford 5-5959

PHILADELPHIA 3:
E. M. Schellenger
6 Penn Center Plaza
LOcust 8-4330

PITTSBURGH 22:
G. S. Ryan
1111 Oliver Building
EXpress 1-1314

SAN FRANCISCO 4:
S. B. Hubbard
68 Post Street
DOuglas 2-4600

ST. LOUIS 8:
J. M. Rodger, Jr.
3615 Olive Street
JEfferson 5-4867

Coming Conventions

*Indicates first listing in this column.

March 6-10. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

March 14-15. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

March 17-19. Advertising Federation of America, 9th District, Hotel Cornhusker, Lincoln, Neb.

April 1-3. Eastern Intercity Conference of Women's Advertising Clubs, Sheraton-Biltmore Hotel, Providence.

April 3-7. National Assn. of Broadcasters annual convention, Conrad Hilton Hotel, Chicago.

April 5. Premium Advertising Assn. of America conference, in conjunction with the premium buyers exposition, Navy Pier, Chicago.

April 20-21. Associated Business Publications, fifth annual sales management seminar, Westchester Country Club, Rye, N. Y.

April 21. Assn. of National Advertisers, fifth annual workshop on Advertising to Business and Industry, Hotel Plaza, New York.

April 21-23. American Assn. of Advertising Agencies, annual meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 22. Assn. of National Advertisers, workshop on Shows and Exhibits, Hotel Plaza, New York.

April 24-27. Continental Advertising Agency Network, annual convention, Fontainebleau Hotel, Miami Beach.

April 24-27. Annual sales promotion convention, National Retail Merchants Assn., Paradise Inn, Phoenix.

April 25-27. Sales Promotion Executives Assn., third annual national conference, Hotel Astor, New York.

April 25-28. American Newspaper Publishers Assn., annual meeting, Waldorf-Astoria, New York.

April 28-30. Advertising Federation of America, 5th District, Columbus, O.

May 1-4. National Newspaper Promotion Assn., annual convention, Westward Ho Hotel, Phoenix, Ariz.

May 2-4. Forty-fifth annual conference, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-5. Direct Mail Advertising Assn., regional convention, Fairmont Hotel, San Francisco.

May 8-10. Magazine Publishers Assn., 41st annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 8-11. Associated Business Publications meeting, Hot Springs, Va.

*May 12-13. Public Utilities Advertising Assn., Waldorf-Astoria, New York.

May 12-15. Advertising Federation of America, 4th District, Beach Club Hotel, Fort Lauderdale, Fla.

May 13-14. Point-of-Purchase Advertising Institute, third annual meeting, Mayflower Hotel, Washington, D. C.

May 14-16. Advertising Federation of America, 2nd District, Skyline Inn, Mt. Pocono, Pa.

May 15-18. National Sales Executives, annual convention, Buffalo, N. Y.

May 23-25. Assn. of Railroad Advertising Managers, Diplomat Hotel, Hollywood, Fla.

*May 26-29. Federation of Canadian Advertising and Sales Clubs, 12th annual convention, Royal Hotel, Guelph, Ontario.

May 26-31. National Federation of Advertising Agencies, annual management conference, Northernaire Hotel, Three Lakes, Wis.

June 1-3. International Advertising Assn., annual convention, Waldorf-Astoria, New York.

June 5-8. Advertising Federation of America, 56th annual convention, Hotel Astor, New York.

June 5-9. Assn. of Industrial Advertisers, annual convention, Shoreham Hotel, Washington, D. C.

June 8-9. Fifth annual Circulation Seminar for Business Publications, Pick-Congress Hotel, Chicago.

June 15-17. American Marketing Assn., annual meeting, Hotel Leamington, Minneapolis.

June 19-24. National Advertising Agency Network, national conference, Oyster Harbors Club, Osterville, Mass.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

*Oct. 17-18, 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn., annual convention, Advertising Club of New York.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Lanolin Plus Names Two

David W. Black has been named exec vp of Lanolin Plus, Newark N. J. Formerly assistant to the president, Lambert Pharmacal Co., and vp of the Richard Hudnut division of Warner-Lambert Pharmaceutical Co., Mr. Black most recently was president and director of American Loose Leaf Corp., Clifton, N. J. David Garlen has been promoted from assistant director to director of research for the company.

'Electronic Preview' to Bow

Preview Publications, Elmhurst, Ill., will introduce its new publication, *Electronic Preview*, in March. Publisher of the new bantam-size magazine, which will be devoted to developments in electronics, is Sylvester M. Gaskins. Mr. Gaskins, a former vp of Caldwell Clements, was formerly a regional sales manager for *Oil Daily* and an electronics engineer at Motorola. The rate for a single b&w page is $350.

Selling Cars?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85.000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE
1005 LIBERTY AVENUE, PITTSBURGH 22, PENNSYLVANIA

It all depends on your hole card...

With a possible straight staring you in the face—what would you give for an ace in the hole? (Even Maverick couldn't bluff this one.)

The competition in the building industry has never been tougher, and the stakes have never been higher. You need those "up" cards, of course—architect, engineer and contractor—but you also need that buried Ace—the Client.

All buildings start with the client. Since he, in essence, is "buying" a building which his company or organization needs, he is directly involved in its financing, design, construction—or expansion and modernization.

As the building market continues to grow, so, too, will the number of building clients grow. And Architectural FORUM is the *only* magazine that has clients. In fact, FORUM is the *only* magazine whose growth keeps pace with the building industry itself.

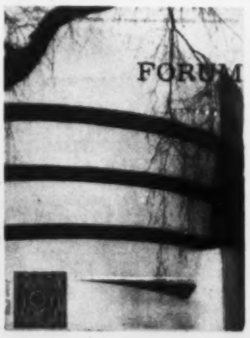
With the biggest circulation in the field—60,000—FORUM *alone* is edited for and read by the kind of building customers you must reach and influence. Just how important are they in building decisions? Here's one indication:

Of FORUM's 21,000 client subscribers—
89% are concerned with building matters within their companies, and these companies will spend *at least* $6.4 billion on new building and major remodeling within the next two years.*

It's all aces in FORUM because:

FORUM

delivers the entire specifying and buying power of the building market.



NEW XEROX 914
OFFICE COPIER

NEW CAMPAIGN—*This b&w page in the March 9 Wall Street Journal will introduce the new Xerox 914 office copier. Haloid Xerox, Rochester, is spending $500,000 on the drive to convert conventional copy machine users to the 914, which copies from ordinary paper stock. Hutchins Advertising, Rochester, is the agency.*

Haloid Cuts Other Ads to Push Bow of Xerographic Copier

ROCHESTER, N. Y., Feb. 23—Haloid Xerox is out to convert users of conventional office copying machines this year to its new 914 office copier, which utilizes a process called xerography. A $500,000 ad budget, featuring four-color, six-page gatefolds will support the 914's plunge into the $100,000,000 office copying market.

Haloid, which previously had applied xerography—a dry, electrostatic process—to reproducing engineering drawings and making offset masters, hopes to convert current users in most cases by leasing its desk-size machine rather than selling it, reversing normal procedure. Because the 914 makes copies from ordinary office paper rather than specially treated paper as is required by most processes, Haloid expects most of its revenues will come from the machine itself and not from the machine and its supplies.

▪ The new machine's potential, according to Haloid's president, Joseph C. Wilson, lies in the top 10% of the users of office copiers, or offices requiring 100 or more copies a day.

The 914 will lease for $95 a month, or about 4¢ a copy at a rate of 2,000 copies a month.

The campaign will kick off with a four-color, six-page gatefold with two die-cut openings in the March issue of *Fortune*. A quarter-page "island" of text will face the gatefold cover and will fit into the first opening when the insertion cover is folded back. A photo of the 914 will be framed by the second opening. The die-cut opening will be used only in *Fortune*.

A gatefold insertion will also be used in the April 2 issue of *Business Week* and in *Banking*, *Best's Insurance News* (both editions), *Management & Business Automation*, *Management Methods* and *Office Executive*. This will be followed by four-color spreads and pages in the seven publications through 1960. Several other business publications, including five in Canada, will also carry Haloid ads this year. The *Wall Street Journal*, the only newspaper to be used, will carry a b&w page ad in its March 9 issue.

▪ Attempting to create "a total awareness" of the 914, Haloid will use nine subheads on the gatefold including: "Now! office copying enters the age of automation," "Makes copies on ordinary paper," "Fundamental new way of office copying," "Anyone can make perfect copies . . . every time," "About 1¢ per copy for supplies," and "Prints multiple copies automatically."

The 914 represents a $1,500,000 investment over three years of research and development. Its advertising was developed by Haloid's agency since 1943, Hutchins Advertising, Rochester, aided by three outside consultants: Leo Lionni, art director of *Fortune;* James D. Woolf, creative consultant and ADVERTISING AGE columnist, and Carl H. Henrikson Jr., vp and general manager of Crossley S-D Surveys, which tested 914 copy.

Haloid, which billed more than $500,000 for all of its equipment in 1959, has cut the ad budgets of its other products considerably, it was learned, in order to introduce the 914. Even with the 914, total Haloid billings are not expected to be much more than $600,000.

▪ Haloid's 914 enters a relatively young field—the office copying industry dates back to the late 1940s—but a field which has grown to include five processes and more than 30 companies. #

Booth Fisheries Plans $300,000 Lenten Ad Drive

Booth Fisheries Corp., Chicago, will spend more than $300,000 to advertise its line of seafood products during Lent. Color and b&w newspaper ads will run in 36 markets. Radio advertising will be used in Chicago and St. Louis.

The company said its Lenten budget is its largest in history and about 10% above what it spent during its 1959 Lenten drive. Lilienfeld & Co., Chicago, is the agency.

Lever Offers Six Premiums

Lever Bros., New York, is offering six different in-pack premiums with four Lever brands as part of a "gift jubilee" promotion. The four products are Lux toilet soap and All, Rinso Blue and Silver Dust detergents. Network television and color newspaper advertising are scheduled for the first two weeks in March and special display material is available.

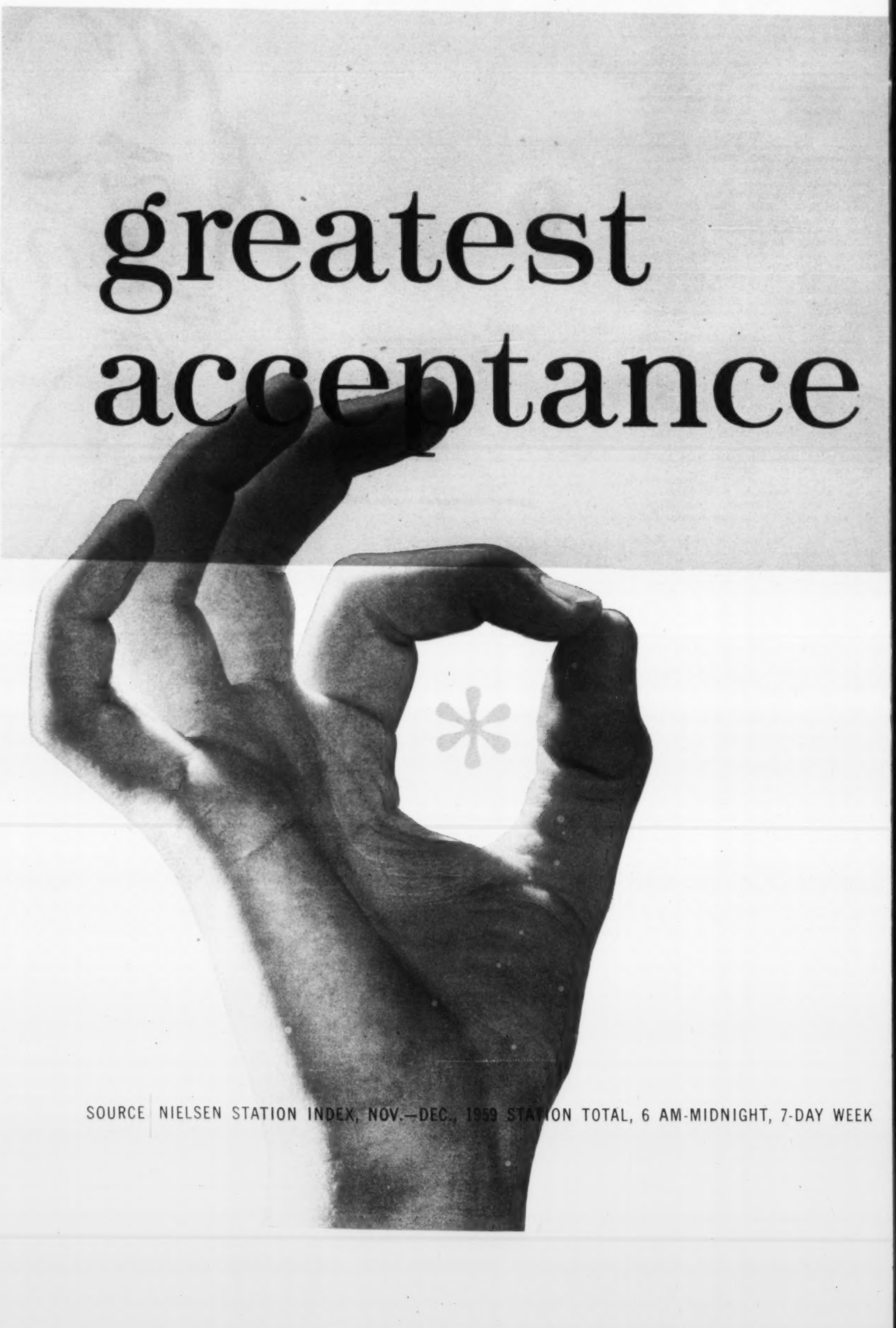
1ST In the Nation in Boat Advertising

Over 595.560 lines of Marine Advertising in 1959 covering Ft. Lauderdale, one of America's Great Boating Markets, where there are over 20.000 registered boats—265 miles of navigable waterways.

"It's the ONLY newspaper covering this big market!

Three Time Winner of Boating's Golden Award 1957 · 1958 · 1959

Fort Lauderdale News



SOURCE NIELSEN STATION INDEX, NOV.—DEC., 1959 STATION TOTAL, 6 AM-MIDNIGHT, 7-DAY WEEK

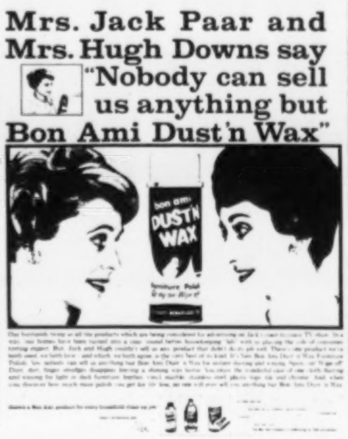
Bon Ami, Its Scratch Banked on Paar, Needn't Scratch $1,000,000 in Ad Plans

(Continued from Page 1B)

have started in Boston, carry endorsements by Mrs. Paar and Mrs. Hugh Downs, wife of Jack's announcer.

Newspapers in New York, Philadelphia, Baltimore and Washington will carry these ads in March, with Midwest and Far West coverage scheduled for April.

A change was made in the Dust-N-Wax newspaper copy after NBC pointed out that O-Cedar, another Paar sponsor, had the exclusive right to the Paar telecast for advertising furniture wax and polishes. The revised print copy eliminated all references to the "Jack Paar Show." In short, Bon Ami will still be able to feature the ladies' endorsement of Dust-N-Wax, but the ad can't say anything about where their husbands work. Dust-N-Wax is not advertised on the Paar show.



Mrs. Jack Paar and Mrs. Hugh Downs say "Nobody can sell us anything but Bon Ami Dust'n Wax"

bon ami
DUST'N WAX

■ By far the biggest chunk of Bon Ami's ad budget has been gambled on the sales effectiveness of Mr. Paar's late night antics. About $1,000,000 from a budget of $1,300,000 goes to the show. The rest of the budget has been allocated to newspapers; this portion may be increased if the campaign for Dust-N-Wax catches on.

Three to four announcements weekly are being aired on the NBC program. More new products will be put into the tv lineup as soon as they can be tested and placed on the market.

Were Bon Ami's fast-moving plans slowed by Mr. Paar's walkout and his unscheduled vacation from the show?

Not really, according to Arthur A. Fischer, chairman of the executive committee of Cole Fisher Rogow, though "We held our breath until we found out that Mr. Paar was coming back."

There remains only one element of suspense: the actual starting date of the "name the chick" contest. This had been set for March 16, but it may be delayed somewhat if Mr. Paar wishes. #

'Sun-Times,' 'Daily News' Open Combined Detroit Office

The *Chicago Sun-Times* and the *Chicago Daily News*, both properties of Field Enterprises, will open a combined advertising office in the Buhl Bldg., Detroit, March 1. Jack E. Rosch, *Sun-Times* advertising representative in Detroit, will be manager of the combined Detroit office. J. Ray Scolaro Jr., *Daily News* ad representative in Detroit since 1958, also will serve in the combined office. The newspapers also have combined their eastern ad offices in New York (AA, Jan. 11).

Mr. Rosch has been with the *Sun-Times* for nine years. Mr. Scolaro opened the Detroit ad office of the *Daily News* in 1936. He joined *Look* in 1948, returning to the *News'* Detroit office in 1958.

Ahrens Elects Cadle President

Ahrens Publishing Co., New York, has elected Jack Cadle president and chief administrative officer. At the same time, Gus Schwab and Jack Larned were re-elected vps. Don Nichols was elected chairman of the board and treasurer and Charlie Loeffel was elected vice-chairman of the board. Mr. Nichols formerly was president and Mr. Loeffel, exec vp. Mr. Cadle formerly was vp of Ahrens and publication manager of two of its publications—*Restaurant Management* and *Restaurant Equipment Dealer*. Mr. Loefel's former post of exec vp will not be filled.

Gridley, Armstrong Boosted

Donald B. Gridley, formerly midwestern manager of *Chemical Engineering*, New York, has been named advertising sales manager of the McGraw-Hill publications, effective March 1. Mr. Gridley succeeds J. Elton Touhig, recently named publisher of the magazine. McGraw-Hill also has promoted D. Knox Armstrong from Atlantic district manager of *Chemical Week* to advertising sales manager, succeeding Robert S. Miller, who was named publisher.

ever! *

56.8%

SHARE OF AUDIENCE

NOTHING SELLS LIKE ACCEPTANCE...

For 35 years in Minneapolis-St. Paul, WCCO Radio's acceptance has always been tops. Now it's at an all-time high—**56.8% share of audience.** That's the greatest share ever recorded since Nielsen began measuring the market. More so than ever, WCCO Radio delivers more listeners than all other Minneapolis-St. Paul stations **combined--at the lowest cost per thousand.** Makes this the perfect time to put your sales story where it will enjoy the **greatest acceptance ever!**

WCCO RADIO delivers more listeners than all other Minneapolis-St. Paul stations combined!

WCCO Radio	56.8%
Station B	17.1%
Station C	4.6%
Station D	4.5%
Station E	4.5%
Four other stations	12.5%

WCCO
RADIO
Minneapolis • St. Paul

Northwest's Only 50,000-Watt
1-A Clear Channel Station
• Represented by CBS
Radio Spot Sales

LOOK to im

YOUR BEST PROSPECTS DO!
Every month these people receive Industrial Marketing

CREAGH E V
AMER CHAIN/CABLE CO
BRDGPORT CONN

SUTTON D
BORG WARNER CORP
CHGO ILL

TEIFELD A R
COPPERWELD STL CO
PITTS PA

O NEILL F
INTNTL MIN/CHEM
SKOKIE ILL

ZIEGENHAGEN M E
WORTHINGTON CORP
HARRISON N J

SELLING AND
ADVERTISING
TO BUSINESS
AND INDUSTRY

200 EAST
ILLINOIS ST.,
CHICAGO 11, ILL.

Want to Sell- ANCHORAGE?

Your ad in *The Anchorage Daily Times* is the way to reach *–and sell–*the people of this important Alaskan city. Call your West-Holliday man and stake your claim in the rich Alaska market. Ask, too, about *The Ketchikan News* and *The Fairbanks Daily News-Miner.*

REPRESENTED BY
WEST-HOLLIDAY Co INC
NEW YORK · CHICAGO · DETROIT · DENVER · LOS ANGELES · SAN FRANCISCO · PORTLAND · SEATTLE

Rhein Joins Edwards

Gene W. Rhein, formerly a vp of Audio Teaching Center and president of Rhein Sound Systems, both of New Haven, has joined Edwards Co., Norwalk, Conn., manufacturer of control, communications and protection systems, as product manager, a new post.

NTA Promotes Jacobs

Noah Jacobs, formerly an account executive at National Telefilm Associates, New York, tv film distributor, has been named to the new post of New York sales manager.

$1,759,000 Push to Introduce Four Sunkist Punches

(Continued from Page 1B)

D. M. Anderson, Sunkist's director of marketing, noted two important factors uncovered during market testing and research:

- The new products are considered unique because they are the only products of their type with a pure fruit base, which proved to be a significant point with consumers.
- The punches had no noticeable effect on sales of either fresh lemons or frozen lemonade during the market tests, and, as far as could be determined, created their own market at the expense of other beverages.

■ The market testing began during the summer of 1958, when three of the punches were introduced in Fort Wayne, Muncie and Evansville, Ind., and Danville, Ill. In December, 1958, with new test markets to be added, it was estimated that 1959 sales would total $250,000. By October, 1959, sales were over $296,000.

Since July, 1959, Sunkist and its agency, Foote, Cone & Belding, have been studying methods of moving into national distribution.

According to Sunkist: "The great danger in introducing a new food product today lies in not doing it right. There are approximately 8,200 new products offered to supermarket buyers each week. Merely to get shelf space or freezer cabinet space in the supermarkets of a big food chain is a major accomplishment in itself. So, many things must go into the introduction of a new product.

"It is obvious that the product must be acceptable to consumers, but it is also necessary to know that such simple things as the design of the label on a can are acceptable and approved by food chain buyers as well as consumers. All these factors were the subject of research during the initial market tests in the midwestern cities, and, in 1959, New York City."

■ In studying test markets, competitive products also were checked. It was learned that sales of frozen lemonade, which are high in hot weather, dropped sharply in winter. But most colas and ades, which show higher sales in the summer, do not decline as low as lemonade during the winter. From this it was concluded that winter sales of the Sunkist punches may hold as high as 30% of summer sales, as compared to lemonade, which usually drops to about 10% of its summer sales.

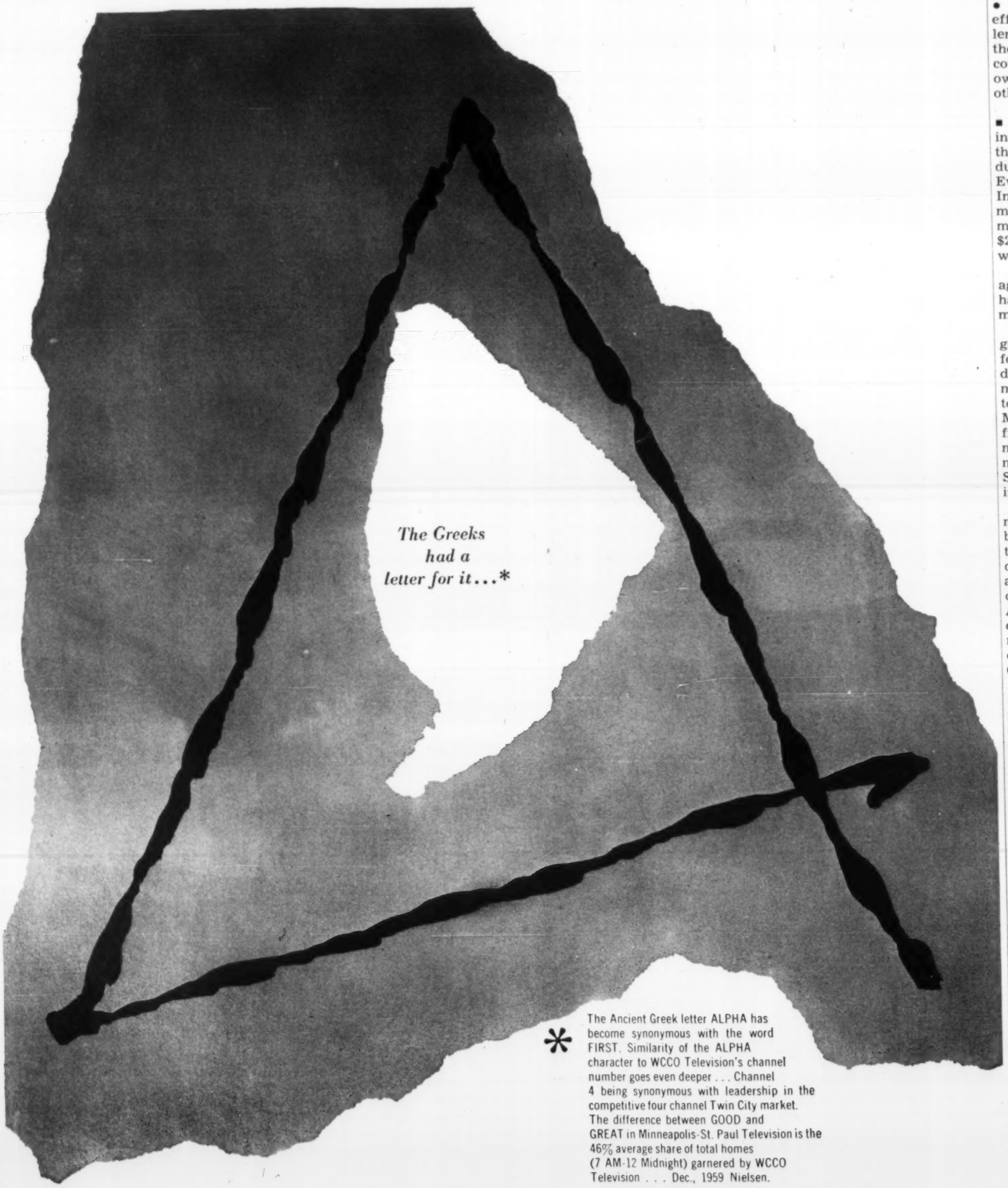
In the intensive consumer study in New York last summer (May through October), about 700,000 families tried the Sunkist frozen fruit punches at least once. Of this total, about 25% purchased at least one flavor three or more times. Purchasers generally were families with young housewives and children, with higher educations and with above average incomes. #

Canyon Stone Names Lando

Canyon Stone Co., Pittsburgh, manufacturer of stone siding for use in building, has appointed Lando Advertising Agency, Pittsburgh, to handle its advertising.

CBS Radio Names Smith

Robert C. Smith, previously manager of presentations in the Chicago office of CBS Radio sales, has been appointed an account executive.



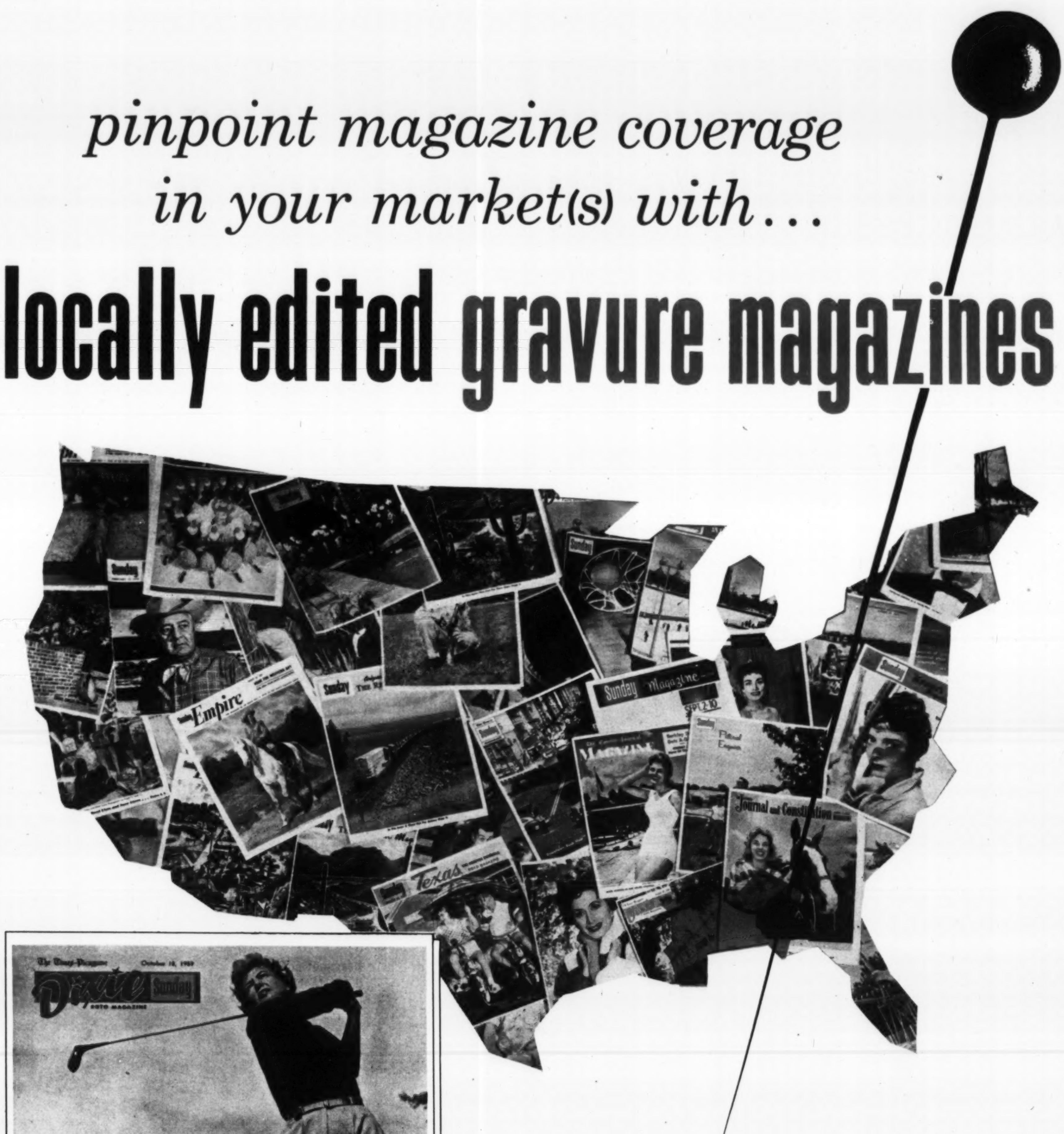
* The Ancient Greek letter ALPHA has become synonymous with the word FIRST. Similarity of the ALPHA character to WCCO Television's channel number goes even deeper . . . Channel 4 being synonymous with leadership in the competitive four channel Twin City market. The difference between GOOD and GREAT in Minneapolis-St. Paul Television is the 46% average share of total homes (7 AM-12 Midnight) garnered by WCCO Television . . . Dec., 1959 Nielsen.

WCCO TELEVISION · CHANNEL 4

CBS IN THE NORTHWEST
Represented by
Peters, Griffin, Woodward, Inc.

pinpoint magazine coverage
in your market(s) with...

locally edited gravure magazines



Dixie Sunday

Golf as Women Play It
PAGE 8

in New Orleans... in any Region
or throughout the Nation!

The nation's 52 locally edited gravure magazines are your tactical ad force in 39 major markets.

Here are 12 of the best . . .
AKRON BEACON JOURNAL • ATLANTA JOURNAL AND CONSTITUTION • COLUMBUS DISPATCH • DENVER POST • HOUSTON CHRONICLE • INDIANAPOLIS STAR • LOUISVILLE COURIER-JOURNAL • NEWARK NEWS • NEW ORLEANS TIMES PICAYUNE • PHOENIX ARIZONA REPUBLIC • ST. LOUIS GLOBE DEMOCRAT • TOLEDO BLADE

Don't Knock Rival Dailies; Sell Against Rival Media, Knight Urges Inland Group

CHICAGO, Feb. 23—Newspaper selling and promotion leave a lot to be desired as compared with other media, John S. Knight, president of Knight Newspapers, charged here last night.

In a talk at the diamond anniversary meeting of Inland Daily Press Assn., Mr. Knight asserted that "for far too long, we have, as individual publishers, boasted of our linage figures with a deprecating glance in the direction of our competitor down the street.

"Isn't it time to realize that when we speak disparagingly of the other fellow's newspaper, we are actually damaging all newspaper advertising and hurting its acceptance," he asked.

"The great television networks and leading magazines are hotly competitive, but you never hear NBC saying that CBS is a lousy outfit and can't produce results. And even the magazines frequently join in promotional campaigns to convince advertisers that magazines can do the job.

■ "Instead of plastering the trade press with extravagant claims," Mr. Knight said, "we should instead be promoting the fact that newspapers, and newspapers alone, can move goods. A newspaper is bought voluntarily because people like to read it. In what better climate of receptivity can an advertiser present his message?

"Let's emphasize the value of all newspaper advertising, rather than creating doubts and suspicions in the advertiser's mind, as we do when we say the *Bugle* gets results, but the competing *Blare* is a waste of money."

Mr. Knight also charged that the newspaper business has lagged behind all other industries in research and technological developments. "As the late 'Boss' Kettering once told me: 'If you fellows spent half as much time on research and management techniques as you do talking about freedom of the press, the newspaper business would be a helluva lot better off'," Mr. Knight said.

The newspaper executive maintained that newspapers need "progressive and forward-looking management to cope with problems that did not exist 25 years ago."

■ "The grim realization that better production methods must come if newspapers are to survive is now at long last compelling publishers to take a hard look at new printing, stereotyping, engraving, composing and mailing improvements," he said.

He urged publishers to maintain independent positions so that they will be free to exert influence for the common good. "Specifically, I believe this can best be accomplished by refusing to hold public office or serving on corporation boards which may induce a possible conflict of interest," Mr. Knight said, "and by avoiding all entanglements, political, social or economic, which might tend to subtract from the objectivity of the newspaper."

The board of directors of Inland Daily Press Assn. voted to spend $3,500 for a uniform research plan for determining what readers think of individual newspapers.

A committee from the association will meet at a workshop session later this year with research men from member newspapers and journalism schools affiliated with IDPA. The workshop will be charged with defining a uniform attitude (or public image) survey and a content survey, both specifically designed for the average IDPA newspaper; with working out methods and with recommending an advisory committee to revise methods in the light of experience and to keep them up to date.

Members of IDPA adopted a resolution which asks the Post Office Department to determine the cost of handling newspapers, as compared to magazines and trade publications, and to readjust second class mail rates.

■ Following is the resolution: "The members of the Inland Daily Press Assn. do not favor a second class postal subsidy and do not believe we have one now.

"We believe we are being accused of a subsidy because of the free-in-county privilege—which we do not want, because the Post Office Department will not [distinguish between] the costs of handling daily newspapers and the costs of handling weekly and monthly magazines, and because we must bear most of the cost of distributing religious and charitable publications.

"The members of Inland Daily Press Assn. once again urge the postmaster general to institute an accounting procedure which will ascertain the true cost of handling daily newspapers, and after that cost has been determined, will pass it along to the daily newspapers using second class mail. We want to pay our way."

■ The *Chicago Daily News* was awarded the IDPA first place typography award for newspapers with more than 75,000 circulation —the eighth time the *News* has won the prize since entering the competition in 1948.

The four other first place winners in the typography contest were the *Twin City News-Record*, Neenah-Menasha, Wis. (newspapers printed on flat bed presses); the *News*, Iron Mountain, Mich. (newspapers under 10,000 circulation printed on rotary presses); *Post-Bulletin*, Rochester, Minn. (newspapers of 10,000 to 25,000 circulation), and the *Democrat*, Davenport, Ia. (newspapers of 25,000 to 75,000 circulation). #

Fatt Named Merchandising Head of Waste King Universal

Waste King Corp., Los Angeles, has appointed Harold Fatt director of merchandising for its recently created Waste King Universal marketing organization. Mr. Fatt was formerly advertising and sales promotion manager of Waste King. At the same time, John Hassett was appointed sales promotion manager and Robert Mickels was named advertising manager. Mr. Hassett was formerly assistant advertising and sales promotion manager. Mr. Mickels previously was advertising manager of Cribben & Sexton Co., Chicago subsidiary.

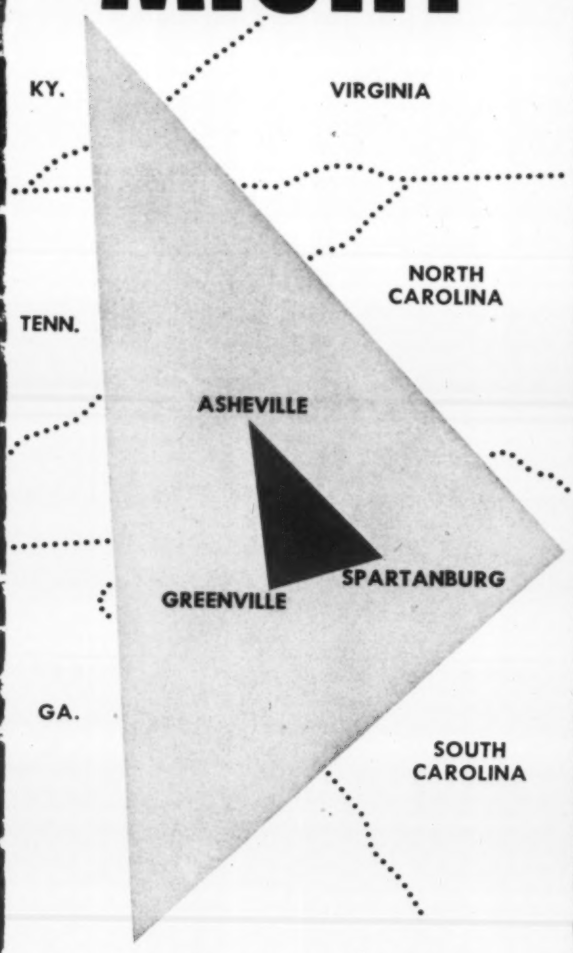
Corinthian Names Salk

Robert H. Salk has been appointed secretary of Corinthian Broadcasting Corp., New York. Mr. Salk also will retain his position as director of programming. Robert F. Bryan, who formerly served as Corinthian's secretary-treasurer, was moved up a short time ago to financial vp and treasurer of Corinthian's parent company, Whitney Communications Corp. At that time, Johnston F. Northrop became administrative vp and treasurer of Corinthian.

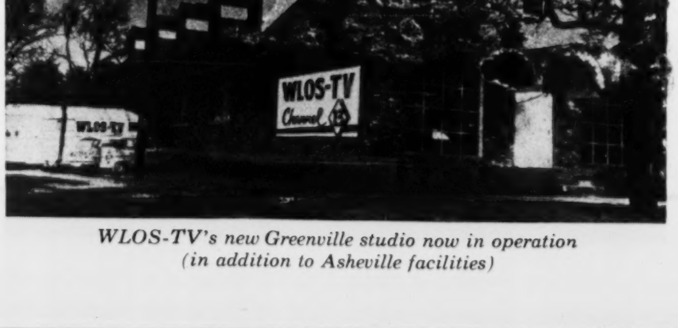
Test Market...
London
ONTARIO CANADA

Leading Canadian and U.S. Advertisers and Agencies consider London as Canada's best test market and The London Free Press as its most important medium!

MIGHT



This is the mighty Carolina Triad, a flourishing, 62-county area stretching into six states. Retail sales are now over the $2 billion figure. It's "home country" for plants of a dozen big industrial companies . . . and for their payrolls, too. And WLOS-TV is the only unduplicated network signal in the entire triad.



WLOS-TV's new Greenville studio now in operation (in addition to Asheville facilities)

HEIGHT

The South's highest antenna carries the WLOS-TV signal into 146,650 TV homes* in the Carolina Triad. Located atop 6,089-foot Mt. Pisgah, only WLOS-TV delivers *total* coverage of the market.

*NCS #3 updated

WLOS

New KMOX Policy Eschews All Music —Except in Ads

ST. LOUIS, Feb. 23—KMOX, CBS Radio's St. Louis station, will discontinue all weekday afternoon recorded music programs in favor of an "all-information format," effective Feb. 29.

The change is designed to "broaden and widen the scope and function of radio, so that it will be more representative of the full service of a station," according to Robert Hyland, vp of CBS Radio and general manager of KMOX.

The new policy covers time between noon and 7 p.m. In that period KMOX features will include network and local programs, including daytime dramas, "Housewives' Protective League" and "At Your Service." The latter program, scheduled from 3:05 to 7 p.m., will include local interviews, special events broadcasts, book and theater reviews, sports features, news analyses and weather reports. Later in the spring, baseball broadcasts will occupy a key role in the station's all-talk programming.

■ The new format reportedly is welcomed by the station because it feels the lack of music may underline the music in commercials. #

'Peoria Journal Star' Launches 'Shooting Times'

The *Journal Star*, Peoria, Ill., will launch its new monthly guns and hunting tabloid, *Shooting Times*, in mid-March, when 100,000 copies will be inserted in the March 20 issue of the *Sunday Peoria Journal Star*. In addition to the promotional insertion, 90,000 copies will be mailed to gun enthusiasts in the U. S. and Canada, approximately 5,000 copies are slated for newsstands and an additional 5,000 will be used for promotion.

To be operated almost entirely on a direct mail basis, a 35,000 circulation for April and subsequent months will be maintained by rented lists until paid subscriptions surpass that point. The rate for a single b&w page is $175. Advertising deadlines are the 25th of the preceding month for b&w and the 20th of the month for color ads.

McIntyre Joins Wade

Jack D. McIntyre has joined Louis E. Wade Inc., Fort Wayne, Ind., as senior account executive in charge of new business development. Mr. McIntyre was formerly advertising manager of New Castle Products Co.

Two Join 'Young Homemakers'

Don Davis, formerly with *Redbook*, and Philip J. Stevens, formerly with *Realites*, have joined the New York sales staff of *Living for Young Homemakers*.

Admiral Ads Push Vest Pocket Radios

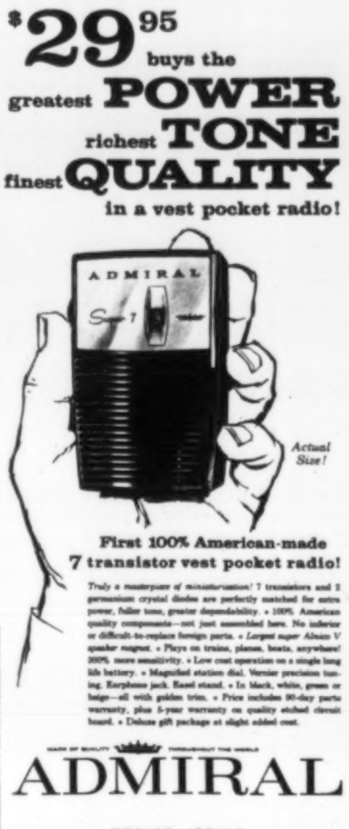
CHICAGO. Feb. 23—Admiral Corp. will break advertising next month for its new seven-transistor vest pocket radio, which the company describes as "another major blow to the Japanese electronics invasion of this country."

U. S. manufacturers have expressed concern over the recent influx of low-priced Japanese electronic products, including small radio and television receivers. Admiral's new radio will carry a suggested retail price of $29.95.

■ Newspaper advertising will break in 82 markets with 600-line b&w ads the week of March 20, and will be repeated the week of April 3.

A trade advertising schedule will include *Electrical Merchandising Week*, *Home Furnishings Daily* and *Mart*.

Magazines will be used later this year, Admiral said.



First 100% American-made 7 transistor vest pocket radio!

Truly a masterpiece of miniaturization! 7 transistors and 2 germanium crystal diodes are perfectly matched for extra power, fuller tone, greater dependability. • 100% American quality components—not just assembled here. No inferior or difficult-to-replace foreign parts. • *Largest super Alnico V* speaker magnet. • Plays on trains, planes, boats, anywhere! 300% more sensitivity. • Low cost operation on a single long life battery. • Magnified station dial. Vernier precision tuning. Earphone jack. Easel stand. • In black, white, green or beige—all with golden trim. • Price includes 90-day parts warranty, plus 5-year warranty on quality etched circuit board. • Deluxe gift package at slight added cost.

MARK OF QUALITY THROUGHOUT THE WORLD
ADMIRAL

DEALER LISTING

COMPETITIVE—*Admiral Corp. is introducing a low-price transistor radio to compete with inexpensive Japanese imports. This newspaper ad will run the week of March 20.*

Point of purchase material includes display stands, streamers and special vests for salesmen to demonstrate the "vest pocket" size of the radio.

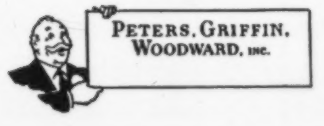
Henri, Hurst & McDonald is the Admiral agency. #

Barnes Names Eckhardt

Barnes Mfg. Co., Mansfield, O., has appointed Norman W. Eckhardt to the newly created position of marketing manager. Mr. Eckhardt was formerly regional manager of Kellogg Switchboard & Supply Co. At the same time P. E. Finical, formerly advertising manager, was appointed manager of advertising and sales promotion.

SIGHT

To see five of the ten highest-rated shows in the area, viewers must watch WLOS-TV. The highest-rated movie is on WLOS-TV. So are the highest-rated daytime strip and the largest children's audience participation strip. The Carolina Triad watches WLOS-TV and loves it!


PETERS, GRIFFIN, WOODWARD, INC.

LIGHT

Let your PGW Colonel throw even more light on this subject. He'll be glad to show you how you can capture this big, bustling market with just one station buy. Talk to him now about selling your products to the Carolina Triad!

A WOMETCO ENTERPRISE

-TV

TOWERING NEW FORCE IN THE CAROLINA TRIAD

Unduplicated ABC in Greenville • Asheville • Spartanburg

Represented by: Peters, Griffin, Woodward, Inc., Southeastern Rep: James S. Ayers Co.

abc

WTRF-TV STORY BOARD

Hear about the disc-jockey who was intimidated by the record manufacturer in a letter that read: "If you DON'T play this record, we'll send you MONEY!"

Wheeling wtrf-TV

Our sales manager, who travels by plane a good deal, says his pet peeve is the good-looking airline stewardess who straps him in his seat and then asks, "is there anything you'd like?"

Wheeling wtrf-TV

We have a **sales-booster merchandising** plan that we'll be glad to give you details on!

Wheeling wtrf-TV

Bold type **thanks** to Doris E. Bailey of Cambridgeport, Vermont for her contributions to the WTRF-TV Fictionary. Some of her gems . . .

Swigwam—Teepee with bar
Cowch—Where Elsie reclines
Nogotiation—The deal is off
Hacksident—Two taxis collide

Wheeling wtrf-TV

Wife: "Do you like my new gown? It was on sale and for such a ridiculous figure."

Husband: "How true."

Wheeling wtrf-TV

Truly a Major Market . . . two million people, 2½ billion dollar spendable income . . . lotsa people and lotsa money and they SPEND! Ask Hollingbery to give you all the reasons why alert advertisers are scheduling the WTRF-TV Wheeling Market.

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

This Week in Washington . . .

House Okays 'Householder' Mailing Privilege—but Only for Congressmen

By Stanley E. Cohen
Washington Editor

WASHINGTON, Feb. 25—There's one sure way for a direct mail advertiser to cut his mailing costs: Become a congressman.

If you are an ordinary business man and you use the mails, you are expected to address every envelope individually.

But if you are a member of Congress, a special rider sandwiched into the Post Office appropriations bill this week gives you the right to blanket every mail box in your district with unaddressed floaters.

Three years ago the Post Office wanted to extend this "householder" privilege to any interested mailer. It has disadvantages because it irks some patrons. On the other hand, it is cheaper for the mailer and the Post Office.

In short order, however, the "junk mail" scream went up from offended housewives—its intensity magnified by newspapers and mailing list brokers. Ultimately, the Post Office bowed and decided everyone, including congressmen, must have an individual address on everything mailed for city delivery.

■ Adoption of the "householder" privilege for congressmen in the House this week was not done without soul searching. A full scale debate was touched off by a handful of members who said the same postal rights should be available to everyone. But they were snowed under by the opposition—or indifference—of other House members, drooling at the prospect that their frank can now be used to get their advertising into every mailbox.

In this age of big business and big labor, we sometimes overlook the fact that this is also the period of the "big congressman." Now the congressman is more than a person. He is an institution, flanked by a secretariat and expected and ready to take a stand on any issue. To maintain his position in the "market," he advertises his "brand name" in much the same way that a business man advertises his product.

■ Some congressmen use the mail simply to distribute copies of their speeches; others mail out stacks of government pamphlets, hopeful that some voter will be grateful. More than 130 House members conduct "polls," in the belief that this helps establish "contact" and "good feeling" with the voters back home.

In this big mailing operation, the cost of obtaining mailing lists and addressing envelopes is an occupational hazard for congressmen, regardless of party persuasion. So they have a common interest in opening up advertising media to themselves; and there is no more attractive—or available—advertising medium than the postal services operated by the U.S. government.

The grab for "householder" mailing privileges for congressmen was tipped off in two deliberately worded paragraphs in the report on the Post Office fund bill for 1961 filed by the appropriations committee last Friday.

■ Congressmen reading the report were acutely aware of the fact that rural congressmen already have "boxholder" mailing rights on rural routes, just as any other mailer does. In this context, they readily understood what the committee had in mind when it explained that language was included in the bill which "anticipates return to a method of addressing city delivery franked mail followed on previous occasions, as long has been the case with rural and star route mail."

For those who might seek justification for the move, the report explained, "This would facilitate communications with constituencies in consonance with concepts inherent in the granting of the frank."

Continuing, the report argued: "Such a procedure would insure complete service being available to every member to reach every person and every family in his district in the distribution of government publications and information on the questions and issues arising in Congress."

■ By the committee's reasoning, the voter's stake here is at least as large as the congressman's; "No patron would be denied the information which it was intended he should receive under the frank," the committee said. "Presently, it is virtually impossible, even after substantial effort and expense, to adequately cover the district."

On the floor Tuesday, Rep. Silvio Conte (R., Mass.), an appropriations committee member, touched off a fight. "What's good for me is good for my constituents," he said. "If it is bad for my constituents, then Congress should not have this privilege."

Another who fought the idea was Rep. Marguerite Stitt Church (R., Ill.), who fears that once Congress opens the door, the privilege will be extended "in such a way as to overburden the mails still further with unsolicited or 'junk' mailings."

■ In the showdown, however, only 26 House members voted against the "householder" rider for congressional city mail. There were 80 counted against it—and a great many absentees.

When he arose to defend the committee's move, Rep. Clarence Cannon (D., Mo.), the appropriations committee chairman, reached new heights of eloquence.

Three great educational devices enabled a largely illiterate people to build this great republic, he told his brethren. One was the little red schoolhouse, and the second was free local mailing rights for newspapers. The third, he declared, is the congressional frank, which enables the congressman "to keep in touch with his constituents and advise them on the issues of the day and his position on questions before the Congress and his attitude as their representative."

Existing procedures, he complained, "are crippling the frank, infringing on your prerogative as a representative. They are making it impossible for you to reach every constituent in your district."

■ Citing his own experience, he said he has had three extra clerks addressing envelopes, "trying to comply with all the vagaries of the postal dispensation." This means extra and unnecessary expense, he observed, "but even then I am receiving every day hundreds of envelopes returned which could not be delivered for various reasons marked outside the envelope."

Another appropriations committee member, Rep. Otto Passman (D., La.), argued that city congressmen are entitled to the same mailing rights that he—as a rural congressman—already has. "I'm willing to trust other members and let them follow the dictates of their consciences," he said. "If the privilege should be abused, not only the member's conscience would have to answer, but his constituents would know it and act accordingly." #

BARBER SHOP
HAIRCUT 1.50
SHAVE 1.00
GOATEE TRIM .50
The Philadelphia Bulletin
The Philadelphia Bulletin
The Philadelphia
The Philadelphia
Richard Decker

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia
A Member of Million Market Newspapers, Inc.

THE VILLAGE G
WINES
Commands*

Advertisement prepared by Ogilvy, Benson & Mather, Inc.

* "Sales up 50 per cent in 1958. Rolls Royce credits its advertising campaign in The New Yorker with being responsible for an important share of this increase. Inspired favorable editorial comment from coast to coast."

Winthrop Brubaker *Public Relations Officer, Rolls Royce, Inc.*

THE
NEW YORKER
MAGAZINE

Sales Increase 64% in Druggists' Large Size Push

The two-week large size promotion observed in 5,384 chain drug stores Jan. 4-16, brought a 64% sales increase in brands tested by T. A. Ehrhart Associates, national store auditing company. The tests were made in Cunningham Drug Stores, Detroit. The promotion is sponsored annually by the drug editions of *Chain Store Age*. More than 50 manufacturers participated this year.

MUSIC TO ADVERTISE BY

RADIO-TELEVISION
JINGLES • ARRANGEMENTS • LYRICS
ORIGINAL MUSIC • FILM BACKGROUNDS

Kellogg's
Life Magazine
Standard Gasolines
Taystee Bread
Evinrude

SAMPLE SHOWCASE UPON REQUEST

Duncan Hines
Mars Candy Bars
Telephone Company
Northwest Orient
RCA Whirlpool

BERNIE SABER Musical Productions INC.
75 East Wacker Drive, Chicago 1, Ill. • Financial 6-5952

Lowenstein Consolidates

M. Lowenstein & Sons has consolidated its account at one agency, Mogul Williams & Saylor, New York. Effective May 1, Mogul Williams—which has handled Lowenstein, Wamsutta and Pacific Mills fabrics—will be assigned Wamsutta and Pacific domestics and Pacific industrial fabrics, accounts currently handled by North Advertising.

Blair Names Earl Thomas

John Blair & Co., New York, has appointed Earl G. Thomas marketing specialist with its creative and marketing services division. Mr. Thomas has been active in the new business development of the American Broadcasting Co. and before that was with McCann-Erickson, Hicks & Greist and Grey Advertising.

Cotton Newsletter Planned

Durene Assn. of America, New York, sales promotion association for mercerized cotton yarn, is publishing a series of trade newsletters covering trends in the quality cotton industry. Titled "Wales & Courses," the newsletter will be sent to 5,500 manufacturers, designers, wholesalers and retailers of cotton merchandise.

APPRECIATION—*Robert T. Wolff, (left), Western Printing & Lithographing Co., new president of the Graphic Arts Assn. of St. Louis, presents a plaque and resolution of appreciation to the outgoing president, Frank J. Merrill, president, Geo. D. Barnard Co.*

They said

it couldn't

be done

(They may be right.)

TEEN-AGE television at seven a.m.? In Houston? With news...sports...music . . . reports . . . of a kind important to young people? And *panel discussions? LIVE?*

It's enough to give a program manager insomnia: Every dawn a new problem, breakfast practically a midday meal, and Studio A full of teen-age egos five mornings a week.

That's what the Corinthian station in Houston has brought about with the new half-hour *Ginny Pace Show*. Object: To serve an important segment of the community—teen-agers, some 200,000 of whom live within tv sight of KHOU-TV—and many parents, eager to share in the interests of their offspring. Developed with the blessings of the Superintendent of Schools and the encouragement of PTA's, the Ginny Pace wake-up show may also awaken others in the industry to the potential of early-morning local tv.

The perils need not be spelled out. You're aware of them and so are we. We're also aware that someone has to assume responsibility for pioneering with new ideas if television is to maintain vitality and commercial effectiveness. Each station of the Corinthian group is encouraged to take program risks, to try out new ideas, to avoid always playing safe. Sometimes it's good box office, sometimes it isn't. It's always healthy.

KOTV
TULSA *(H-R)*

KHOU-TV
HOUSTON (CBS-TV *Spot Sales)*

KXTV
SACRAMENTO *(H-R)*

WANE-TV
FORT WAYNE *(H-R)*

WISH-TV
INDIANAPOLIS *(H-R)*

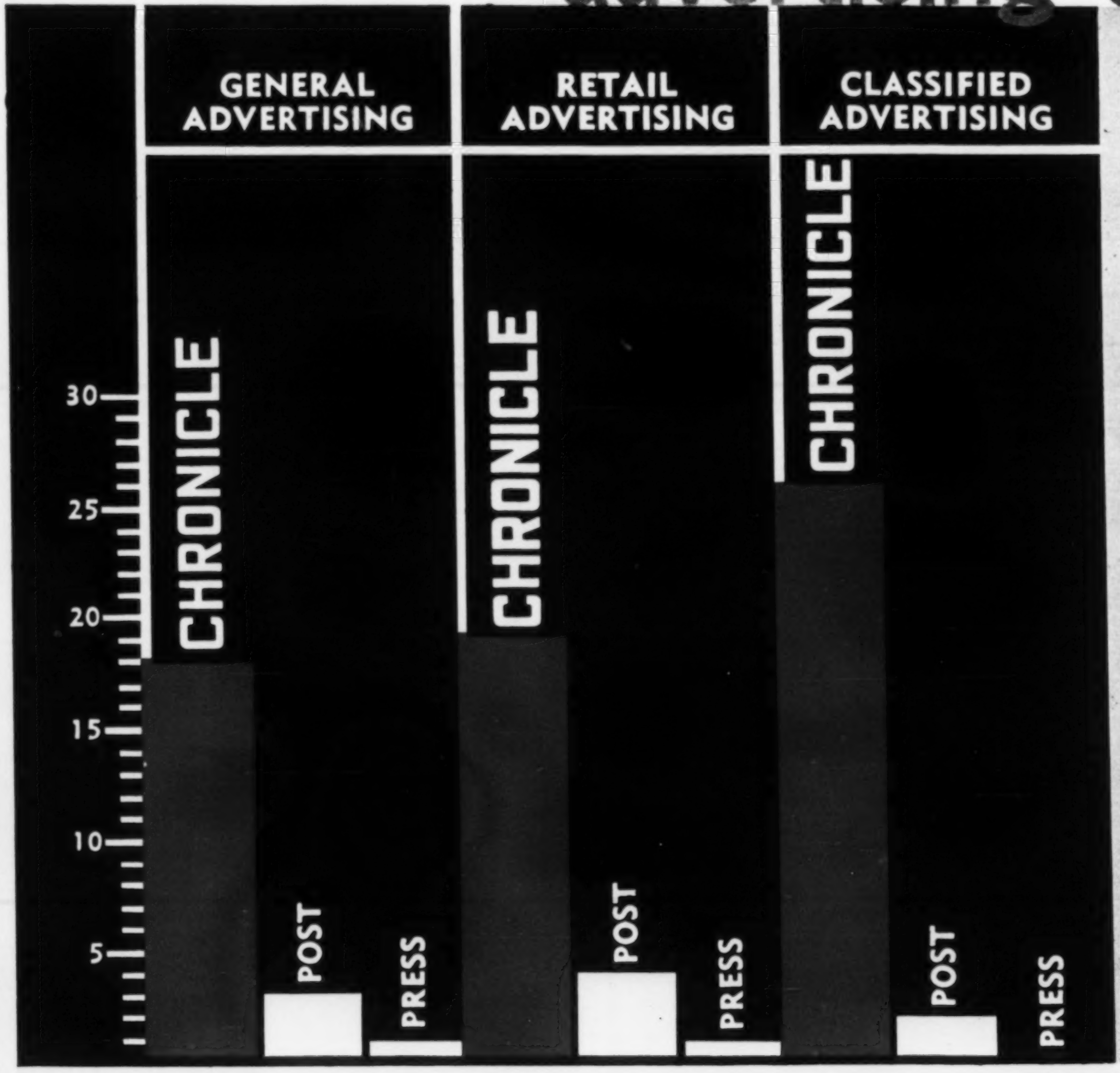
WANE-AM
FORT WAYNE *(H-R)*

WISH-AM
INDIANAPOLIS *(H-R)*

Responsibility in Broadcasting

THE CORINTHIAN STATIONS

The Houston Chronicle dominates 63 OUT OF ALL 74 advertising classifications



In General Advertising
The Chronicle leads in
18 of all 22
Classifications*

In Retail Advertising
The Chronicle leads in
19 of all 24
Classifications*

In Classified Advertising
The Chronicle leads in
26 of all 28
Classifications

*Source: Media Records Year 1959

In Houston, The Chronicle

REACHES MORE PEOPLE . . .
CARRIES MORE ADVERTISING . . .
SELLS MORE MERCHANDISE

THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper . . .

The Chronicle is a MUST Buy!

The Branham Company—National Representatives

IN THE APPLIANCE-TV-HOUSEWARES FIELD
EVERY MONDAY THE PROS READ

ELECTRICAL
MERCHANDISING WEEK

A McGraw-Hill Publication ABC-ABP

Ideal every-Monday frequency
Biggest paid Dealer audience
Unique, best-buy rate structure

The Measure of a Market:

Delivery of Buying Power!
St. Lawrence
Franklin
Jefferson
Lewis
Oswego
Oneida
Wayne
Onondaga
Madison
Ontario
Seneca
Cayuga
Tompkins
Cortland
Chenango

The Syracuse Newspapers' Circulation Delivers the Total Metropolitan Statistical Area and the 15 Counties Which Comprise the Syracuse Market

Check whatever market data source you prefer—*the total* Syracuse Market is loaded with buying power.

And *when you think of the Syracuse Market* . . . THINK OF ALL OF IT! Fifteen counties—one-third the total area of New York State. There's only one effective way to sell ALL of the Syracuse Market: The Syracuse Newspapers. They deliver 100% of Syracuse and Onondaga County; up to 90% coverage of the newly established three-county Syracuse Metropolitan Area† . . . PLUS . . . up to 76% in the 12-surrounding counties which comprise the TOTAL SYRACUSE MARKET.

No other combination of media delivers comparable coverage at comparable cost!

AMERICA'S Best TEST MARKET

SYRACUSE The *46th Metropolitan Market

*SRDS Consumer Market Data

FULL COLOR AVAILABLE — DAILY AND SUNDAY

†Onondaga, Oswego, and Madison Counties
U. S. DEPT. BUDGET STANDARD DEFINITION

Represented Nationally by
MOLONEY, REGAN & SCHMITT

the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN
Evening Sunday

THE POST-STANDARD
Morning & Sunday

ABC CIRCULATION: Combined Daily 229,181 Sunday Herald-American 202,737 Sunday Post-Standard 103,496

'White Collar Thief' Can Be Checked, Say Authors of New Book

NEW YORK, Feb. 23—Why advertise to sell more products when your employes are stealing you blind?

In the wake of the payola and television quiz scandals, now comes a book raising the question of whether thievery has become a part of the American character.

"Are We Becoming a Nation of Embezzlers?" is the specific question posed in the opening chapter of "The Thief in the White Collar" (J.B. Lippincott Co., $3.95), to be published tomorrow.

Co-authored by Norman Jaspan, a management consultant, and Hillel Black, a free-lance writer, this is a narration and analysis of cases where money has been heisted, not by professional crooks, but by white collar employes who have violated trust placed in them.

To indicate the magnitude of this problem, the authors point out that whereas the nation's burglars, pickpockets, armed robbers and auto thieves got away with $479,000,000 in 1957, this is considerably less than half of the amount pirated annually by the nation's white collar workers.

■ "In 1960," they point out, "an estimated $5 billion will probably change hands in kickbacks, payoffs and bribes. But that isn't the only area where dishonesty is an accepted fact of life. You will grant that most people try to cheat on their income tax if they think they can get away with it. To give you an idea of how many people try—and incidentally do not succeed—consider the amount paid in penalties, interest and back taxes for 1957, a record year. According to the Internal Revenue Service, the most recent figure comes to a whopping $1,661,354,000, an 18% increase over the previous year."

Many of the case histories detailed in "The Thief in the White Collar" have made Page 1 headlines—the Sergei Rubenstein swindles, the failure of William Rose's Home National Bank, in Ellenville, N. Y., the operations of the Bakery & Confectioners Union under the James Cross administration. However, many come from the files of Mr. Jaspan, who is a kind of business detective, and have never before been revealed.

■ One of the main theses of "The Thief in the White Collar" is that a good deal of white collar crime could be prevented if top management instituted proper controls and took more interest in what was happening in their own businesses—such as checking on the state of employe morale.

People who are incredulous about embezzlement within companies often wonder why these manipulations could not be spotted easily by accountants or company audits. Messrs. Jaspan and Black point out, however, that the figures given to accountants already may have been tampered with.

"Indeed," they point out, "it has been our experience that the very day inventory is counted, more than 50% of the departments are actually manipulating their inventory figures . . . No one can sit in an office and determine the validity of figures or know what is happening unless he goes down to those places where the figures originate.

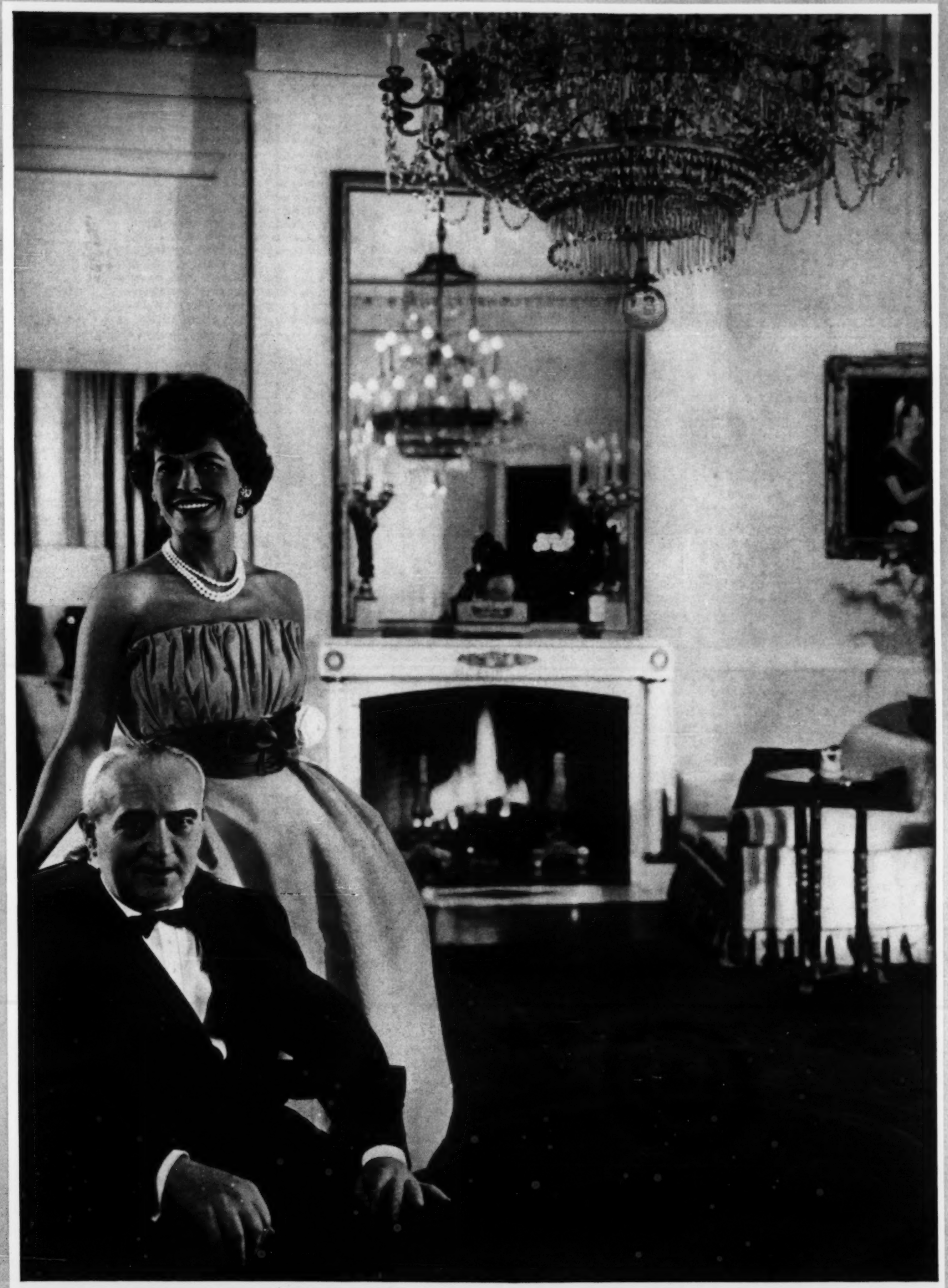
"Yet, the average business man patiently waits for a mass of charts, ledgers, statements and declarations. If the figures balance, everything is fine. But it is so easy to make them balance." #

LaRue, Cleveland Adds Two

Industrial Diamond division of Engelhard Industries, Newark, has appointed LaRue, Cleveland Inc., Detroit, to handle its advertising. The newly formed division is a U. S. supplier of natural industrial diamonds. LaRue, Cleveland also has been named to handle advertising for Banker's Choice and Casa Nova cigars, products of H. Fendrich Inc., Evansville, Ind. A spring newspaper drive is being planned for the cigars, which are distributed through Michigan and other midwestern states.

Kish Readies Electric Car

Kish Industries, Lansing, Mich., is readying a new compact car entry, an electric named the Starlite. The car, featuring both a convertible and clear plastic hardtop, will have an 82" wheelbase and will be 12'4" in length. Having no transmission and getting its power directly from batteries, the Starlite will have a top speed of 45 mph. Still in the prototype stage, the car is tentatively priced around $3,000.

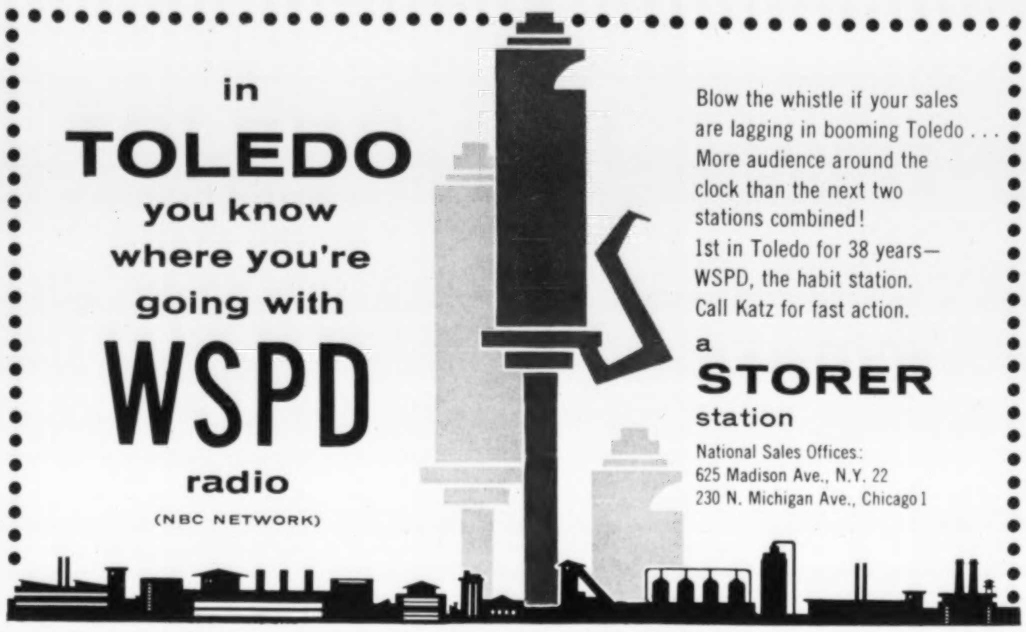


Ambassade de France

His Excellency the Ambassador of the French Republic to the United States and Mrs. Alphand photographed in the Empire Room of the French Embassy in Washington . . . first in a WTOP-TV series on the Washington diplomatic scene.

WTOP-TV 9
WASHINGTON, D.C.
REPRESENTED BY CBS TELEVISION SPOT SALES

Operated by The Washington Post Broadcast Division: WTOP-TV, Channel 9, Washington, D.C. • WJXT, Channel 4, Jacksonville, Florida • WTOP Radio, Washington, D.C.


in
TOLEDO
you know
where you're
going with
WSPD
radio
(NBC NETWORK)

Blow the whistle if your sales are lagging in booming Toledo . . . More audience around the clock than the next two stations combined!
1st in Toledo for 38 years—WSPD, the habit station.
Call Katz for fast action.

a
STORER
station

National Sales Offices:
625 Madison Ave., N.Y. 22
230 N. Michigan Ave., Chicago 1

Information for Advertisers

- The 19th Annual Beauty Reader Forum, giving findings on usage of 48 leading beauty products for the years 1949 to 1959, has been published by **Fawcett Publications.** Additional information is available from Carl R. Gisler, research director, Fawcett Publications, 67 W. 44th St., New York 36.

- "How to Please a Gourmet," containing Creole recipes for seafood and meat dishes, sauces, vegetables, desserts and beverages, has been published by **WWL-TV.** Copies may be obtained by writing the promotion department, WWL-TV, 1024 N. Rampart St., New Orleans.

- "From the Buyer's Point of View," a filmstrip on the catalog's role in buyer-oriented marketing, has been released by **Sweet's Catalog Service.** Additional information may be obtained from Sweet's Catalog Service, 119 W. 40th St., New York 18.

- A 24-page two-color booklet designed to help company executives integrate anti-litter activities into their employe and community relations programs, "Manual for Business & Industry," has been published by **Keep America Beautiful.** Copies are available from Eve Glauber, Keep America Beautiful, 99 Park Ave., New York 16.

- The first of a series of monthly bulletins spotlighting up-to-date information on textile fibers, fabrics and finishes has been published by **Dow Corning Corp.** Copies of the "Retail Executives' Guide to Fibers, Fabrics & Finishes" are available from Raymond Corder, Dow Corning Corp., Dept. 991, Midland, Mich. #

Two Join McKim Advertising

J. Murray Philp and Conland F. Mulholland have joined the account group of McKim Advertising Ltd., Toronto. Mr. Philp was formerly with Colgate-Palmolive Ltd. and Salada-Shirriff-Horsey Ltd. Mr. Mulholland was formerly with Canadian General Electric. At the same time, the agency appointed Donald G. Glen as a vp.

Ice-O-Derm Expands Ads

Following a successful introduction last fall, Shulton Inc., New York, has scheduled a spring advertising campaign for Ice-O-Derm medicated facial astringent using national magazines and metropolitan newspapers, where one to three ads weekly will be scheduled. Ralph Allum Co., New York, is the Ice-O-Derm agency.

Mogul Adds 3 Copywriters

Three copywriters have joined Mogul Williams & Saylor, New York. They are Gerald Schoenfeld, formerly with J. Walter Thompson Co.; Jane Wilson, previously with Batten, Barton, Durstine & Osborn, and Ilsa Gilbert, formerly an editor with Macfadden Publications.

Altman Promoted

Bernard Altman, on the sales staff of *Gentlemen's Quarterly* since 1956, has been promoted to fashion advertising manager, a new post.

Lipsky Joins 'This Week'

Bernard Lipsky, formerly with National Broadcasting Co., has joined *This Week Magazine* as manager of inter-media research.

ARF Appoints Hughes

Robert E. Hughes, market research director of *Time*, has been appointed to the audience concepts committee of the Advertising Research Foundation.

'Look' Adds Two

Robert Combs, formerly with *American Home*, and William Bennet II, formerly with Procter & Gamble, have joined the Chicago sales staff of *Look*.

'Time' Shifts Ransom

Briscoe Ranson, formerly merchandising director of market development of *Time*, has been named to the magazine's New York sales staff.

ANOTHER FIRST
ORLANDO IS BIG TIME
LEADS THE NATION IN BUILDING INCREASE

University of Miami researchers predict Florida will be the only South Atlantic state to show an increase in residential construction this year.
And Greater Orlando, the forecast says, will lead the nation in percentage increase to enter the "big-time" in volume.
The Orlando area will build a predicted 11,700 units, an increase of 75 pct. over 1958. San Diego, Calif., will be second to Orlando nationally in percentage of increase.
Housing analyst, Paul Meredith, said Orlando's boom was based on solid and diversified growth.
AND — New U. S. Rating places Orlando Metropolitan area 69th in entire U. S. in retail sales.

ORLANDO SENTINEL-STAR has over 6 times the combined circulation of Tampa, Miami and Jacksonville newspapers in the Central Florida 5-county market.

No other newspaper or combination of newspapers covers this rich 5-county market area of 417,000 population—as does the Orlando Sentinel-Star . . . NOT EVEN CLOSE.
For dominant coverage and selling power there is no other way . . . even at twice the cost.

JACKSONVILLE
ORLANDO
GATEWAY TO THE MOON
CAPE CANAVERAL
TAMPA
MIAMI

CID

ORLANDO SENTINEL-STAR
LARGEST CIRCULATION IN CENTRAL FLORIDA

Pacing Central Florida's great growth, the Sentinel-Star has expended over $2 million for plant expansion, new color presses and other facilities during the past 14 months.

ASK BRANHAM ABOUT SENTINEL-STAR COLOR

Ex-Adman Stakel Buys into Company, Becomes Advertiser

SOUTH NORWALK, CONN., Feb. 23—A former Aluminum Co. of America advertising director, who handled a $7,000,000 budget before he left, has purchased a $1,000,000 paper company here because "it's nice to run your own house."

Frederick C. Stakel, 48-year-old veteran ad director, has purchased the stock of J. P. Mfg. Co., and renamed it Fluted Paper Products Co. Mr. Stakel, who is to be president and chief executive officer, and Henry P. Clarke, one of three principals of J. P., made the purchase and have invested $50,000 in the company.

Mr. Stakel was most recently with St. Regis Paper Co., New York, serving as advertising and sales promotion manager from 1956 through September, 1959. Prior to that he was with Brown Co., Scott Paper Co., Alcoa and Batten, Barton, Durstine & Osborn, Boston, where he was an account group supervisor.

■ His new company, which is three years old, produces fluted paper products for the baking and confectionery industries in the eastern half of the U. S. The new president said no agency, ad director or ad program has yet been selected. He indicated that business publications, plus some use of the *Wall Street Journal* and spot radio, would be used.

He forecast $250,000 to $300,000 in sales in 1960. #

L&N Realigns Media Dept.

Lennen & Newell has realigned its media department via creation of three new posts. Jan Van Emmerick, who resigned from L&N a year ago to join Home Testing Institute, has rejoined the agency as associate media director. Two media supervisors, Frank Howlett and Louis Spino, have been named assistant media director for broadcast buying and assistant media director for print buying, respectively.

'Cavalier' Boosts Rates

Cavalier, effective with its August issue, will increase its b&w page rate from $750 to $1,100 and will increase its circulation guarantee from 375,000 to 400,000.

MPA Adds Three

Billboard Publishing Co., Cincinnati; Blackburn Publications, New York, and Fawcett Publications, New York, have been accepted as members of Magazine Publishers Assn.

Smith Joins Printup

Tom Smith, formerly with *Farm Journal*, has joined Hale Printup & Associates, Miami, publishers' representative. Mr. Smith will represent Fawcett Publications, with the exception of *Woman's Da* . in the South.

For Merchandising Services

Modern Bride has retained Retail Services, a division of Merchandising Group, "to assist in coordination" of the magazine's in-store merchandising in major cities.

ARF Reappoints Casey

Richard F. Casey, vp of Benton & Bowles, has been reappointed chairman of the annual conference program committee, Advertising Research Foundation.

'Redbook' Sets New Units, New Rates for Mail Order Ads

Redbook has established a new format and reduced rates for its "tops in shops" mail order section. Beginning with its April issue, advertisers in the section will have a choice of two formats at two different rates. An editorial-type ad, positioned before the regular "tops" section, will be available in one size only, 42 lines at a one-time rate of $580.80.

A second unit, described by *Redbook* as "conventional-style mail order ad," will be offered at rates based on $16.35 a line. The new rates range from 27% to 38% below previous rates for mail order ads in the magazine.

Universal to Grimm & Craigle

Universal Automatic Corp., Schiller Park, Ill., has appointed Grimm & Craigle to handle its advertising and sales promotion. Universal previously placed advertising direct.

ROCHESTER, MINNESOTA

First in retail sales per household in the United States.*

A 39,000 population city with a 200,000 population skyline. The 52nd largest airport in the U.S. with 110,000 passengers yearly.

ROCHESTER
(Olmsted County)
THE NEWEST
AND BUSIEST METROPOLITAN
MARKET*

*Sales Management, May 10, 1959

Where people have more money to buy products advertised in the POST BULLETIN

The Outstanding Test Market in the Upper Midwest

ROCHESTER POST-BULLETIN

See your John Budd man for more details

Circulation over 24,500 daily

COLOR AVAILABLE!

ZERO IN ON YOUR TARGET WITH

CAPPER'S FARMER ACROSS THE BOARD

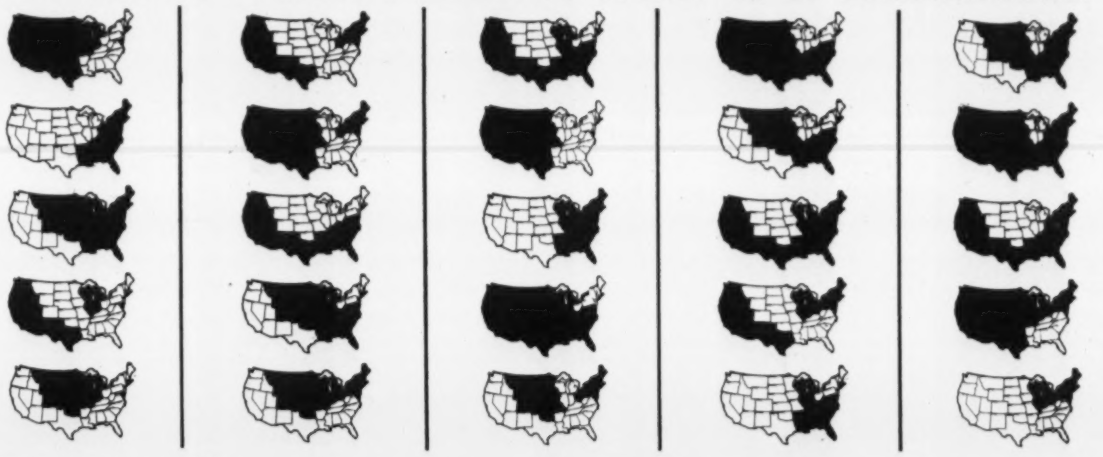
Lowest Rates In The Farm Field

Publication	1 page, B&W	Circulation	Page per Thousand
CAPPER'S FARMER	$5,000	1,585,000	$3.15
Magazine B	5,040	1,301,000	3.87
Magazine C	11,250	3,127,000	3.59

1,585,000 Farm Family Subscribers
$15,117 Average Yearly Income

YOU MAY BUY CAPPER'S **FARMER** IN 5 SEPARATE SALES ZONES.

YOU MAY BUY CAPPER'S **FARMER** IN ANY OF 25 COMBINATIONS.



Write—Wire—Phone your nearest Capper's Farmer Sales Office for descriptive booklet and immediate service. Find out how Capper's Farmer's lowest-cost flexibility can serve your needs best.

CAPPER'S FARMER

TOPEKA	LOS ANGELES	CHICAGO	SAN FRANCISCO	NEW YORK	CLEVELAND
912 Kansas Avenue	3142 Wilshire Blvd.	333 N. Michigan Ave.	57 Post St.	342 Madison Ave.	1010 Rockwell

KANSAS FARMER
Pennsylvania Farmer
Missouri Ruralist
Michigan Farmer
The OHIO FARMER

Capper's Farmer is one of 6 farm papers and 19 other properties owned and operated by Stauffer-Capper Publications in the farm magazine, daily newspaper, radio and television fields.

Helluva Merchandiser! Who, Me?

It's KEL-O-LAND that gives me that pull!

There's no trick in selling one brand over another when you have the undivided attention of 246,000 families in 103 counties. Joe Floyd's KEL-O-LAND hookup gives you that massive audience (92% unduplicated coverage). All eyes are on your product when you're on KEL-O-LAND.

Just one single-station rate card (KELO-TV) buys you the entire hookup. KEL-O-LAND is 5-state coverage: South Dakota, Minnesota, Iowa, Nebraska, North Dakota.

CBS • ABC • NBC

KELO-TV
SIOUX FALLS; and boosters
KDLO-TV
aberdeen-huron-watertown,
KPLO-TV
pierre-valentine-chamberlain

JOE FLOYD, Pres.; Evans Nord, Gen. Mgr.; Larry Bentson, Vice-Pres. • REPRESENTED BY H-R • in Minneapolis by Wayne Evans & Assoc.

Eller Asks Voluntary Self Rule of Ad Industry, with 'Built-in Censure' Proviso

Los Angeles, Feb. 23—Instead of going into hysterics over waters muddied by public scrutiny of advertising and its practices, "let's be calmly serious and talk it over," Russell Eller, advertising manager, Sunkist Growers, said in accepting his selection as "Advertising Citizen of 1959" by the Western States Advertising Agencies Assn.

Mr. Eller said the spectacular rise of the American economy has placed a heavy burden on advertising to articulate the objectives of business in marketing its goods and services, and the tempo will be stepped up in the decade ahead.

■ Noting that in recent years many writers have "prostituted the truth about advertising and advertising people for the paltry profit they garner," he cautioned that the result of it can be a contaminated public attitude toward advertising.

Commenting on the tv quiz scandals, he said "evidently the impression has been established that only a few individuals are responsible.

"I am not qualified to judge whether or not this is so," he said. "It seems easy to grant that the evil thoughts were individually inspired, but tv network and station executives should forever hang their heads in shame unless they are willing to assume an attitude of complete irresponsibility for what they permit to feed through their transmitters."

■ Mr. Eller said advertisers and agencies are not responsible for the editorial matter of a magazine or newspaper; when broadcast time is purchased, it is certainly on the assumption that the people to whom we direct advertising are not being duped. "Therefore I am appalled when a network executive suddenly proclaims virtue and presumes to become the public protector," he said.

Since the current public debate has aroused the public and made people apprehensive, the question is, Mr. Eller said, "What do we do about it? One thing is certain, the specter won't just go away. Some people may say, let's have a czar, as in sports or motion pictures. I don't believe this is the answer for a highly competitive activity such as advertising. You can't harness creativity."

■ Mr. Eller said restrictive government control is unnecessary since we already have the Federal Trade Commission and Food & Drug Administration, with authority for proper control. "We have the rules of the road, and while they cannot eliminate honest misunderstanding and misinterpretation, or even violations, the limits of conduct are set. If the rules are basically wrong, or need remodeling, the ways of procedure to change are provided in our system of democratic government."

Commending various advertising groups which have spoken out on this subject, Mr. Eller proposed that WSAAA "in collaboration with all advertising groups in its area take the lead in first defining and diagnosing the problem, and then creating a program of industry education and finally voluntary regulation, with built-in provisions for censure of those who flaunt truth in advertising.

"The short-range objective should be assurance to government that our intentions are good and that only an insignificant portion of advertising is subject to suspicion. The long-range goal is to bring about a better understanding of good and truthful advertising to the people who pay for it, and the people who create it as the long arm of building public confidence and keeping it," Mr. Eller concluded. #

United to Launch New Monthly

United Publishing Co., Atlanta, will launch its new monthly publication, *School Supplies Merchandising*, in March. Initially to be circulated to 3,000 wholesalers of school supplies, future plans call for additional distribution to dealers selected by members of the school supplies division of the Wholesale Stationers' Assn. Advertising rate is $200 per b&w page, one time.

Three Join K&E

George E. Moll, formerly with McCann-Erickson, has joined Kenyon & Eckhardt, New York, as an account coordinator. K&E also has named Samuel Kweskin, formerly with Robert Otto & Co., and J. L. LeMaster, formerly with Lockwood Agency, to its art department.

WHAT MAKES BIG D **BIG?**

SECOND TO NEW YORK,
Dallas has added more office space since 1950 than any other U. S. city — 44% more than third-ranking Chicago!

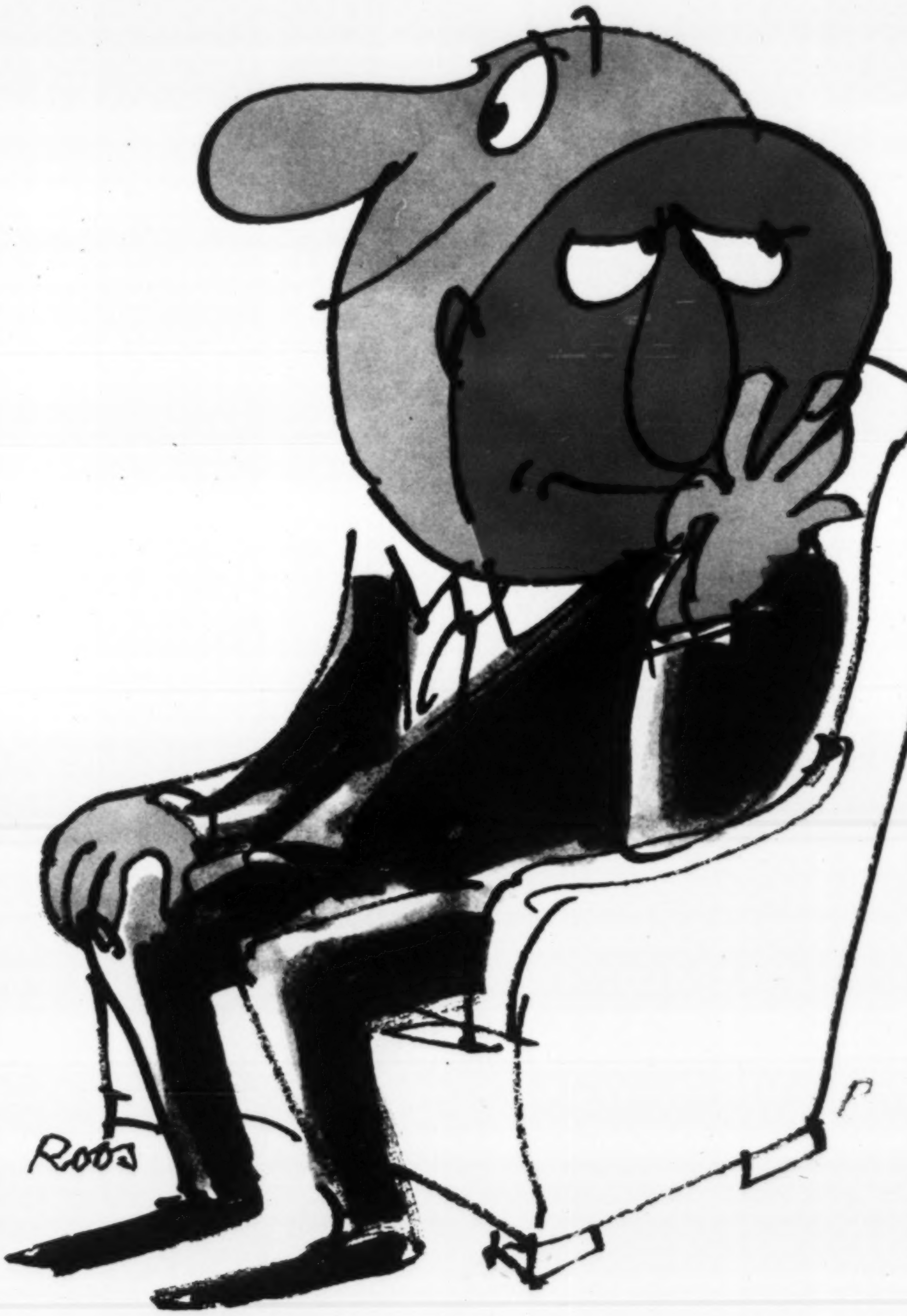
Dallas News Research Department

BIG D's business gets its extra *bigness by advertising in The Dallas News — the only newspaper reaching the entire Market Dallas!*

The Dallas Morning News
LARGEST CIRCULATION IN TEXAS
41 Die in Turkey As Airliner Falls
BIG D

CRESMER & WOODWARD, INC. • National Representative

#6 perils of an advertising decision maker

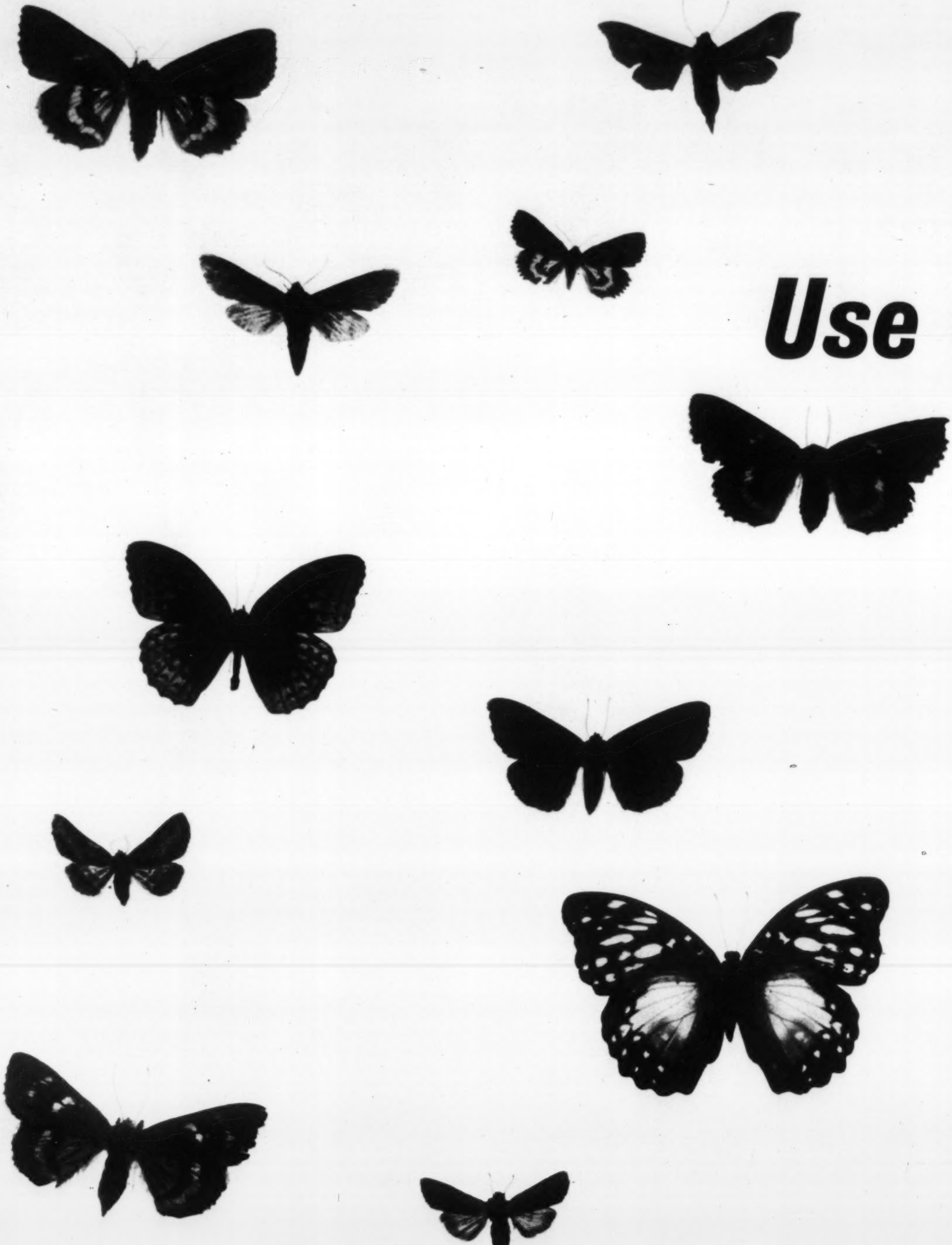


HE DIDN'T REALIZE HE WAS PAYING FOR A DISINTERESTED, UNWANTED AUDIENCE

Two heads may be better than one, only if they have the same shopping ideas in mind. When you buy mass circulation media, for example, you're buying plenty of prospects, sure — but you're also paying for a vast, unwanted audience not interested in what your client has to sell. Special interest magazines prune off this waste and concentrate on interested and preconditioned readers.

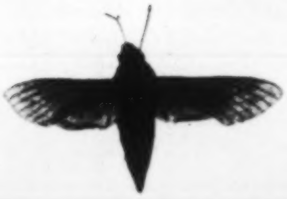
HEARST magazines

13 keys to the special interests of 13 groups of people • • • Good Housekeeping • Popular Mechanics • American Druggist • Town & Country • House Beautiful • Motor • Science Digest • Motor Boating • Sports Afield • Bride & Home • Harper's Bazaar • New Medical Materia • Cosmopolitan



Use a

net not a flame



With business information so personally profitable, these days, a magazine or newspaper can attract **all kinds** of people by shining a light on the business news. But "all kinds" doesn't mean **management men.** This is why Business Week relies on more than editorial attraction to provide a **management** circulation: Every subscription applicant is asked for his name, title, and company. Nearly 11,000 **non**-management applicants were politely **turned down** last year — a policy which results in a 91% management concentration. Attraction **plus selection.** Why **wouldn't** Business Week offer you more management readership per advertising dollar than other general, general-business, and news publications?

You advertise
in Business Week
when you want to influence
management men.

BUSINESS
WEEK

A McGraw-Hill
Magazine

DON'T WRITE OFF THE GARCÍAS!

If you want to make sales sing, tap the big Spanish-American market in Central Arizona over

KIFN

. . . the only radio station in Central Arizona that programs ALL SPANISH.

Surveys show that the 95,000 Spanish-speaking people in this market listen almost exclusively to "their" all-Spanish station, KIFN.

It will pay you to sell them — in Spanish.

We translate your sales message to Garcia free. Production spots available.

1000 WATTS
KIFN
860 KILOCYCLES

HARLAN G. OAKES
San Francisco
Los Angeles
San Antonio

NAB

NATIONAL
TIME SALES
New York City
and Chicago

COVERING **PHOENIX**
AND ALL OF
CENTRAL ARIZONA

RENAULT
SALES · SERVICE
STERLING MOTORS OF HOUSTON, INC.

Wright Dill Sullins Everett Wallace

FIRST OUTDOOR—*Renault, French car manufacturer, is using an outdoor campaign for the first time this year to plug its 800 dealers. Standing by one of first posters in Texas are William Wallace, southwestern manager, and Walter Wright, sales rep, of National Advertising, a subsidiary of Minnesota Mining & Mfg., which makes and installs the posters, and Richard T. Dill, southwestern regional manager, Warren H. Sullins, southwestern service manager, and John J. Everett, Houston district service manager, all with Renault.*

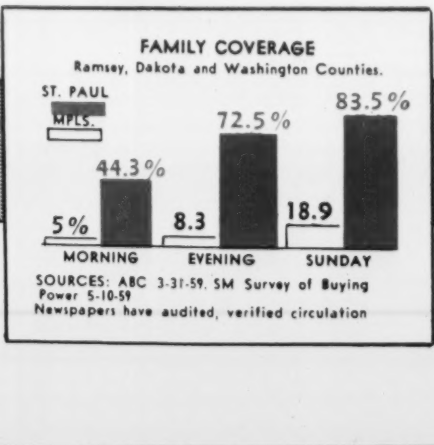
THE 13th MARKET IS "TWINS"

But
YOU HAVE
TO PLAY
TWO
TUNES
TO REACH
THEM BOTH
MISSISSIPPI

8 out of 10 homes in the St. Paul "Half"
of the nation's 13th Market
are covered by the

ST. PAUL
DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

Representatives RIDDER-JOHNS, INC.
New York—Chicago—Detroit—Los Angeles—San Francisco—St. Paul—Minneapolis



SOURCES: ABC 3-31-59. SM Survey of Buying Power 5-10-59
Newspapers have audited, verified circulation

Renault Schedules Outdoor Drive to Promote Its Dealers

NEW YORK, Feb. 23—Renault, the import car field's largest advertiser, will use an outdoor campaign for the first time this year, in an attempt to create an awareness of its 800 dealers.

The French company, which uses radio, tv, and magazines nationally, has launched the outdoor campaign in Texas and expects to set up 400 posters in 17 states "within the next several weeks." All 50 states and Puerto Rico will be covered eventually, Renault said.

Each poster will carry the name and address of the local dealer and the Renault trademark and will plug sales and service. They are 6x12', 9x20', and 12x32' and in four colors (red, yellow, black and white). The trademark will be processed in Scotchlite reflective sheeting for night visibility.

Needham, Louis & Brorby is the agency. #

Thomas Norsworthy Elected Head of Taylor-Norsworthy

Thomas W. Norsworthy has been elected president of Taylor-Norsworthy, Dallas, succeeding J. B. Taylor, now chairman of the board and chairman of the new executive committee. Mr. Norsworthy, formerly exec vp, is a co-founder of the agency.

T. W. Norsworthy

J. B. Taylor

Other officers elected are Melville M. Mercer, vp; Phil Oliver, vp and art director; Leslie Shults, secretary; Helen Barham, assistant treasurer, and Martha McClain, assistant secretary.

MacManus, John Adds Pontiac Dealers; Names Llewelyn

The San Diego Area Metropolitan Pontiac Dealers Assn. has named MacManus, John & Adams, Los Angeles, its agency. The agency also handles the Los Angeles area Pontiac dealer group, and its home office in Bloomfield Hills, Mich., handles Pontiac national ads. MacManus, John also has named Mrs. Betty Llewelyn Craddock media director of its Los Angeles office. She formerly was media director of Adams & Keyes, Los Angeles.

The postmarks are actual reproductions

By concentrating your sales STORY JAN 17 P.M. 1960 WYO. in 16,000 SMALL MAY 28 A.M. 1959 IDAHO towns, GRIT JAN 4 A.M. 1960 TEX. corrects the METROPOLITAN JAN 18 A.M. 1960 MICH. bias of the mass MEDIA JAN 2 8 AM 1960 ILL. and gives you balanced national coverage. BEST JAN 5 1960 TEX. of all, a CAMPAIGN. JAN 8 A.M. 1960 TENN. in GRIT JAN 4 A.M. 1960 TEX. will hardly put a DENT. JAN 8 8 AM 1960 MINN. in your advertising budget.

It's a fact: for approximately the cost of a single full-color page in any of the leading mass magazines, you can maintain a substantial year-round campaign in Grit. More important, Grit will help shore up your coverage just where mass magazine circulation is relatively weak . . . in some 16,000 small towns coast to coast. That means *balanced national coverage*. You can't hope for total marketing success without it . . . and only Grit can give it to you.

GRIT

Grit Publishing Co., Williamsport, Pa.

Represented by Scolaro, Meeker & Scott, Inc., in New York, Chicago, Detroit, Philadelphia; and by Doyle & Hawley, Inc., in Los Angeles and San Francisco

P.S. We hope we have made our POINT CLEAR JAN 8 10 AM 1960 ALA.

TESTING one-six-two

Dawn Soap selected the testingest market in the country to get the answers . . . Portland, Maine! First in U. S. cities of 150,000 pop. Sixth in U. S. cities regardless of population and second in New England regardless of size* Dawn Soap is just one of many who found Portland, Maine the best test city. Marketing and distribution facilities are ideal . . . testing is accurate.

*Source Sales Management

100% coverage of city zone
94% coverage ABC retail trade zone

DAWN SOAP

represented by the Julius Mathews Special Agency, Inc.

PORTLAND, MAINE

PORTLAND PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

Agencies and Media Weak in Telling of Profit-Share Plans

CHICAGO, Feb. 23—Companies which make communication their business—such as media and advertising agencies—rank low when it comes to communicating with their employes on profit-sharing operations, an authority on profit-sharing told an agency financial group last week.

Albert C. Burroughs, president of the Council of Profit Sharing Industries, made the point in addressing the Institute of Advertising Agency Controllers & Finance Officers.

He added that industrial companies rank high in keeping employes informed about profit-sharing activities.

One of the best means of keeping employes informed, Mr. Burroughs said, is a periodic letter from the president of the company, detailing the profit-sharing plan operations, emphasizing the importance of each employe in the plan and explaining what he can do to make the total contribution larger.

ROGER C. CORYELL, *former general sales manager, Metro Associated Services, has been named ad director of the Albany Times-Union. He succeeds Mark Collins, who remains assistant publisher.*

■ Of the three types of profit-sharing (cash plan, deferred payment plan and a combination of the two) the deferred plan is by far the most popular, he told the group. This is primarily due to the tax structure in the U. S., which permits the profit-sharing trust fund to invest money and earn interest tax-free; when the employe receives his money in a lump sum, on leaving the company, he pays capital gains taxes, at a lower rate than the standard income taxes. #

Dallas Bank Uses Massive Ad Push to Tell of Its New Name

DALLAS, TEX., Feb. 23—The Casa Linda State Bank here closed its doors for 30 minutes one day last month and reopened as the First Citizens Bank, climaxing a powerful three-month advertising campaign, handled by Clarke, Dunagan & Huffhines, the bank's agency.

The agency used "everything from matchbooks to 24-sheet posters" in a campaign to "create a new personality"—First Citizens Bank—and educate customers about electronic banking.

The bank was built in the Casa Linda shopping center in 1954. Since then, several other centers have been developed "and it seemed practical that the bank should escape the label of being a one-shopping-center bank."

Account executive Pat Barry undertook the task of creating a new identity. "The First Citizens Bank designation, we felt, symbolized the strength, growth and forceful purpose that motivated the first citizens of Texas," said Mr. Barry.

Representations of Texas heroes were used throughout the campaign, including a composite drawing, symbolizing all the heroes. #

Metropolitan Promotes 3

Harvey L. Glascock, formerly vp and general manager at WHK, Metropolitan Broadcasting Corp.'s station in Cleveland, has been appointed vp and general manager at WIP, Philadelphia. The appointment follows purchase of WIP by Metropolitan for a sum in excess of $4,500,000. Benedict Gimbel Jr., previously president and general manager at WIP, has been named a vp at Metropolitan and is scheduled to become a director of the corporation. Ralf Brent, who had been vp at WIP, has been appointed assistant to the president at Metropolitan.

Trailer Coach Names Landsdale

Trailer Coach Assn., Los Angeles, trailer manufacturer, has appointed the Landsdale Co., Los Angeles, to handle its advertising.

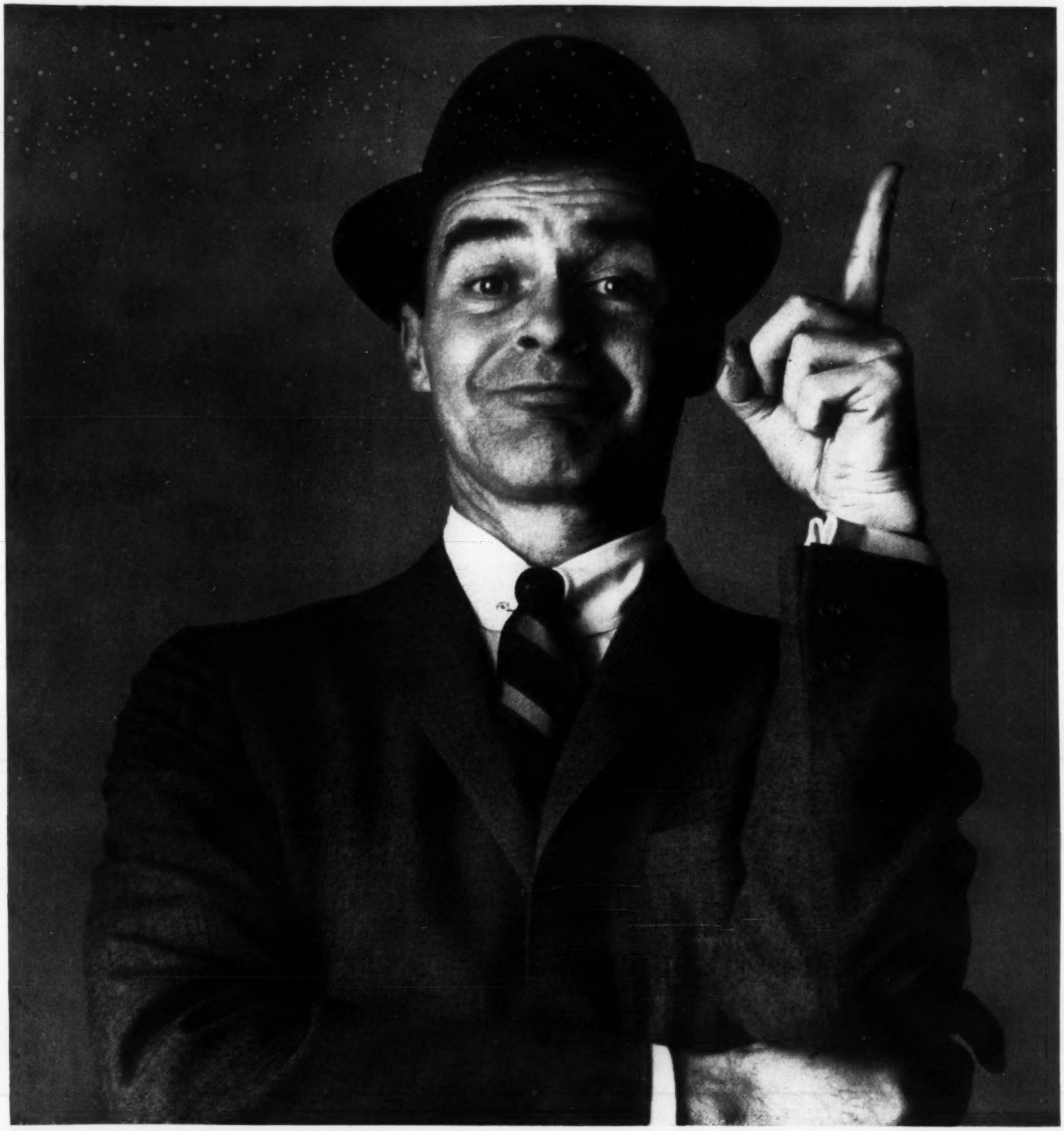
"Made it after all! Didn't take us any time to agree on Huntington-Charleston and WSAZ-TV!"

WHAT MAKES HUNTINGTON-CHARLESTON stand out as a pretty obvious must-buy market? 2,000,000 people? 440,000 TV homes? $4 billion to spend annually—from the giant payrolls of the concentration of giant industries in this 68-county, 4-state area? All good reasons. Also the fact that WSAZ-TV (and WSAZ-TV alone) covers this Dynamic Circle in the booming Ohio River Valley as if it owned it. Better than the other two stations *combined*. Call the Katz Agency for further reasons why so many sales and advertising managers insist on a high-up place on their national schedules for Huntington-Charleston and WSAZ-TV.

WSAZ-TV

OHIO W.VA. KY. VA.

HUNTINGTON • CHARLESTON — CHANNEL 3 NBC



ONE NEWSPAPER concentrates its circulation in the 6-county Detroit trading area–where more people live and more retail business is done than in all the rest of Michigan. That paper is THE DETROIT NEWS. In this 5-billion dollar business area, THE NEWS sells the most papers and produces best results. That's why THE NEWS carried more linage in 1959 than both other papers combined. In Detroit, the ONE to use is . . .

The Detroit News

Largest Trading Area Circulation, Weekdays and Sunday

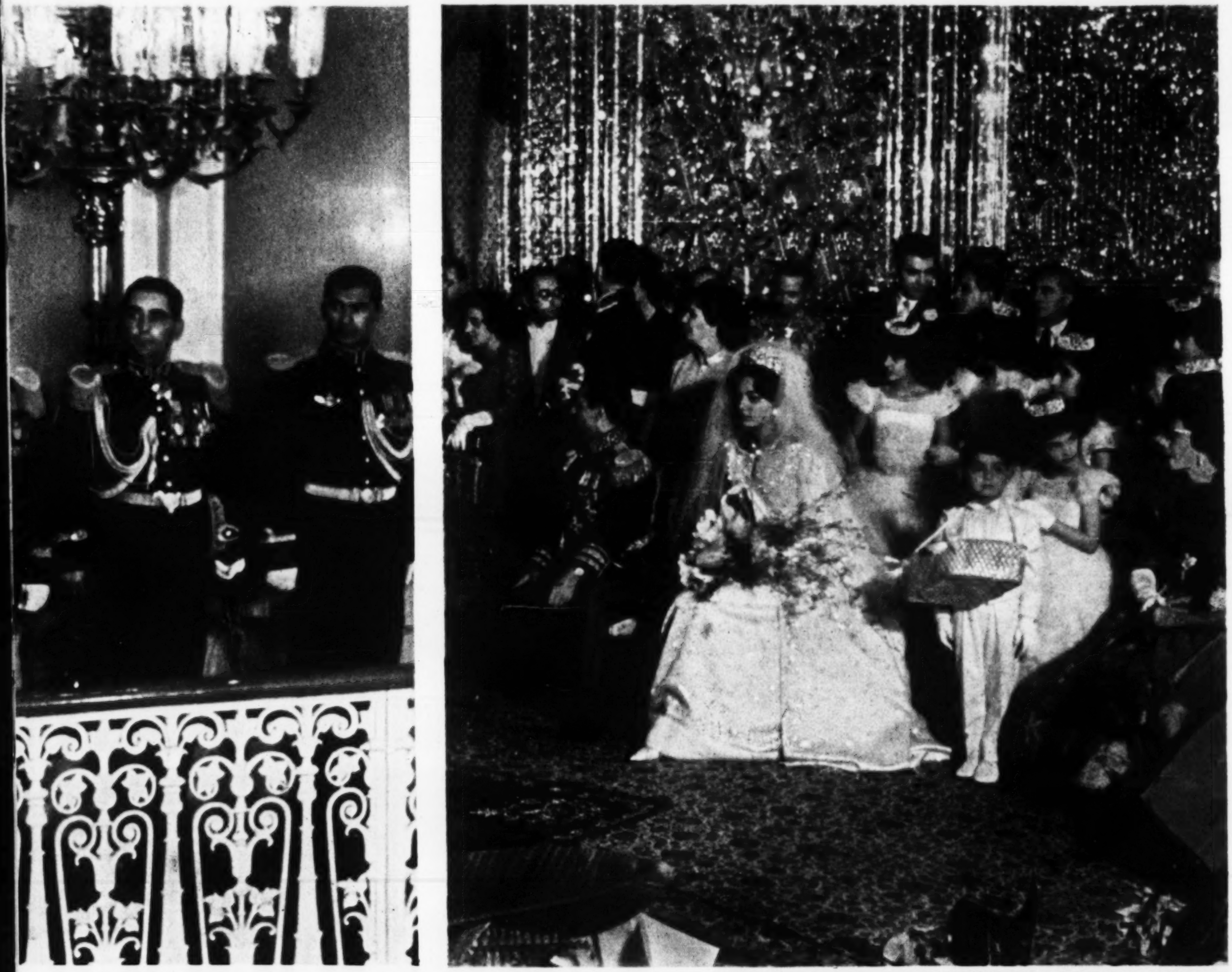
New York Office: Suite 1237, 60 E. 42nd St. • **Chicago Office:** 435 N. Michigan Ave., Tribune Tower • **Pacific Office:** 785 Market St., San Francisco • **Miami Beach:** The Leonard Co., 311 Lincoln Road

alive

GOLESTAN PALACE, TEHRAN, DECEMBER 21, 1959

in 16 days

with color



COLOR PHOTOGRAPHS FOR LIFE BY LOOMIS DEAN

Only 16 days after these great color photographs of the Shah's wedding were taken in Iran, 32 million Americans began to see them for the first time in the January 11th LIFE. This kind of speed is possible because LIFE, the national weekly newspicture magazine, is geared to get things done fast. That's why LIFE can offer advertisers the fastest 4-color closing of any major magazine from plate to publication in just 22 days. Good news when you want to show the U. S. your new idea, new product, new production, in quality color—and in a hurry!

LIFE

2 Separate Newspapers

The El Paso Times Morning and Sunday

El Paso Herald-Post Evening

NOW . . . BUY A KING SIZE MARKET

288 NEW BUSINESSES STARTED IN 1959

According to Dun and Bradstreet, number of businesses established in El Paso increased 8.6% during 1959.

Further proof that EL PASO is on the GROW

BLANKETING THE FABULOUS SOUTHWEST

1 LOW RATE BUYS BOTH

CIRCULATION 104,020

Research Broadcast Field Better to Prevent Government Interference, Peterson Asserts

CHICAGO, Feb. 23—Peter G. Peterson, exec vp of Bell & Howell Co., suggests that tv broadcasters invest more in research and development—"plant some roots in the future"—or they will find their industry in the position of having the government tell it what to do.

He said business success "depends on product leadership," and that this can be obtained only by investments in research. He would like to ask the networks if they are too concerned about what will sell today, and "How much money are you spending on advance development?"

Mr. Peterson was a morning panelist at the annual conference of the Chicago chapter, American Women in Radio & Television.

The Bell & Howell executive objected "on a philosophical basis" to the statement that "tv should give most of the people what they want most of the time." He said the consumer "usually doesn't know what he wants.

"If the tv networks do not see their role more as one of leadership, they are making a sad error," Mr. Peterson asserted. He said that if programmers would expose the public to first-rate drama, for instance, the public would respond favorably.

- Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, told the conference, "The things we object to on tv today have been in magazines and newspapers for years . . . hidden in corners, [but] all tv ads are full page."

Mr. Cone said the trouble with tv is not advertising, and he criticized tv programming for not being "anything like right."

- During the afternoon roundtable discussion, Jules Herbuveaux, vp, NBC central division, and president, Chicago Unlimited, said "the biggest thing to worry about is taking show business out of radio and television."

Mr. Herbuveaux said present industry problems "are very serious [but] some of the things have been blown up out of proportion." He noted that "payola" was a part of show business as early as 1912, when music publishers would do favors for those who would sing their songs.

- Paul Molloy, *Chicago Sun-Times* radio-tv columnist, said that the one hour of cultural tv to be offered next fall by each of the networks each week "may give us a false sense of security." He said the idea is commendable but commented that the networks should concentrate on getting rid of the poor things on tv.

- Bernard Gross, exec vp of Edward H. Weiss Advertising, noted that it is difficult for advertisers to buy participation in local shows in major markets because of the high cost of local shows. To this, Mr. Herbuveaux, a strong supporter of local tv and local talent, replied that a local station has a responsibility to its community to provide local tv. #

Alabama Telecasting Forms, Seeks New Channel

Alabama Telecasting Corp., Birmingham, has been organized to seek allocation of a third television channel for Birmingham. Stock in the corporation is owned 60% by local businessmen and 40% by Texas interests, including Houston Post Co.

It is reported that at least two other groups may apply for the third channel (Channel 4), to be moved from Dothan, Ala. These include the *Washington Post* and the Birmingham Television Corp., composed of the H & E Balaban Corp. and Winston-Salem Broadcasting Co.

Martin-Senour to Launch Push

Martin-Senour Co., Chicago, will launch its spring ad campaign with color pages in *Better Homes & Gardens, House Beautiful, House & Garden, Living for Young Homemakers* and *Sunset Magazine*. Headed "Color is Magic," the copy will stress the benefits of color. MacFarland, Aveyard & Co. is the agency.

Perrill to Waldie & Briggs

Dale M. Perrill, who formerly handled creative services for Detroit advertisers on a free lance basis, has joined the creative staff of Waldie & Briggs, Chicago.

WAVE-TV Viewers Have 28.8% MORE WRECKS!

(therefore need new automobiles today, NOT tomorrow!)

From sign-on to sign-off in any average week, at least 28.8% more families watch WAVE-TV than any other television station in Kentucky. All this extra *viewing* just automatically means extra *buying!*

WAVE-TV costs less per 1,000 than any other station around here. Much less! Don't just sit there and *doubt* it. Ask us or NBC Spot Sales for the proof!

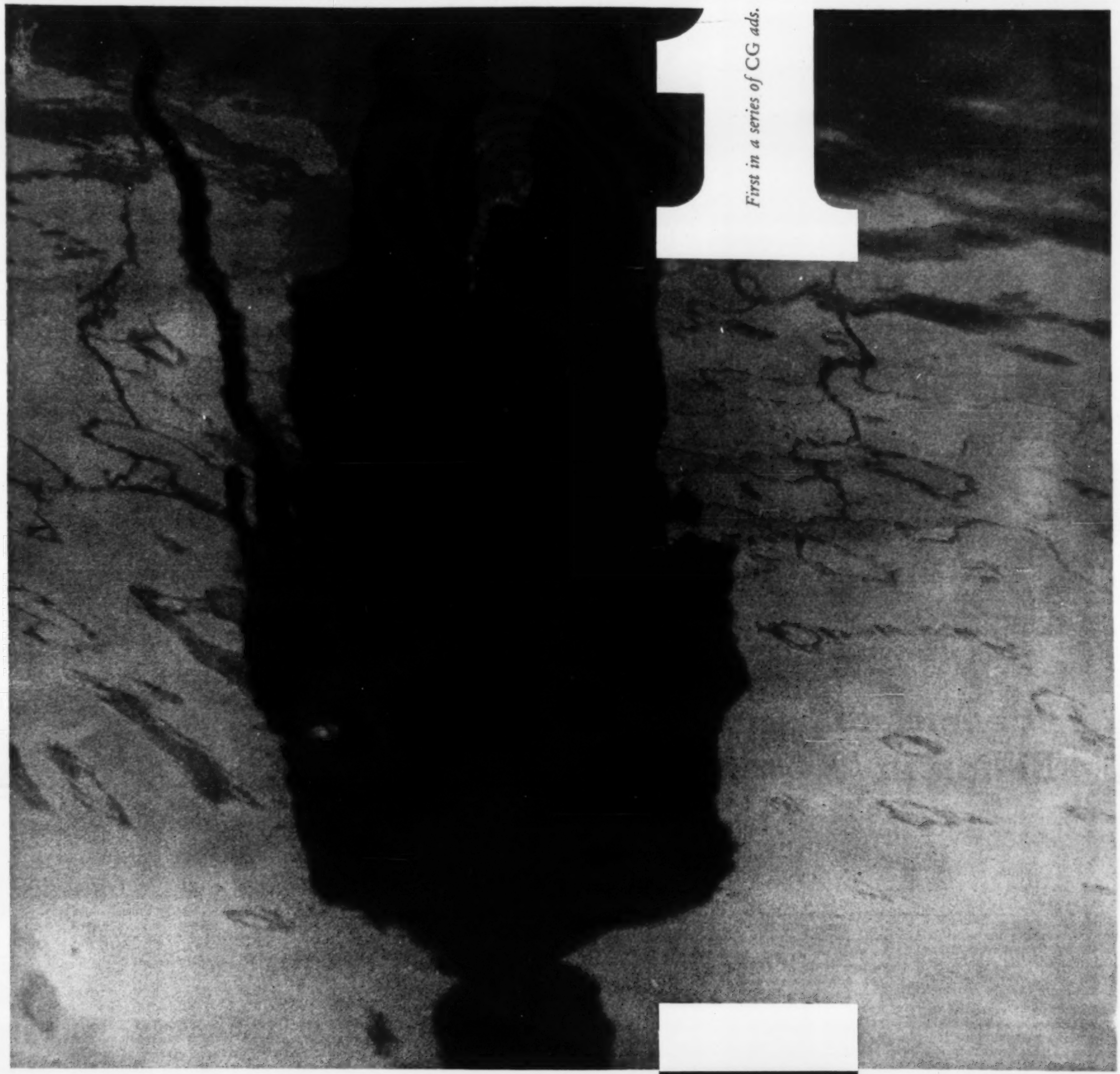
WAVE TV

CHANNEL 3 • MAXIMUM POWER

NBC

LOUISVILLE

NBC SPOT SALES, National Representatives



First in a series of CG ads.

Get a clear picture

of the agency you would entrust with the handling of your advertising in Continental Europe, for it depends on the agency's efficiency whether your advertising is going to be successful. There is no better measure to judge professional capacity than the scope and extent of the billings: – the German agency CARL GABLER Werbegesellschaft, one of Europe's leading agencies, succeeded in increasing its turnover from 1958 to 1959 by 32%. This means, it is an agency with a tradition of success, testifying to the confidence placed in it by the advertisers: it is a modern full-service agency thoroughly conversant with the peculiarities of the European home market for many years.

CARL GABLER
WERBEGESELLSCHAFT MBH

So, if you want to advertise on the European markets, consult the CARL GABLER Agency with fully equipped and staffed departments for:

Market Research · Media Research
Motivation Research
Documentation · Sales Promotion
Campaign Planning · Copy Service
Creative Service · Production
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CARL GABLER WERBEGESELLSCHAFT MBH

One of Europe's finest advertising and marketing agencies · München 2 Karlsplatz 13 Telephone: 55 79 91 Telex: 05 22714

BRANCH OFFICES IN: AUGSBURG, BIELEFELD, DUESSELDORF, FRANKFORT, HAMBURG, NUERNBERG, STUTTGART

Top Agency Executives Promoted in 1959

JOHN H. PEACE—*former first vp, was named to succeed James Houlahan as president of William Esty Co.*

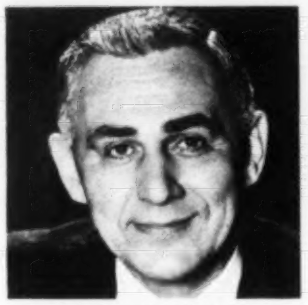
JAMES HOULAHAN—*went from president to chairman of the board at Esty.*

ALFRED J. SEAMAN—*former exec vp of Compton Advertising, became vice-chairman of Sullivan, Stauffer, Colwell & Bayles.*

RUDOLPH MONTGELAS—*former senior vp, was elected president of Ted Bates & Co.*

JAMES C. DOUGLASS—*former senior vp at Bates, moved to exec vp, a new post.*

E. J. CHURCHILL—*moved from president to board chairman of Donahue & Coe.*


DONALD E. WEST—*former vp, replaced Mr. Churchill as as president at Donahue.*

GUILD COPELAND—*stepped up from senior vp-creative to exec vp at Lennen & Newell.*

HARRY D. WAY—*vp and media director, became exec vp of Erwin Wasey, Ruthrauff & Ryan, New York.*

WILLIAM D. WATSON—*moved from senior vp to exec vp EWRR, Chicago.*

FRANK C. WEBER—*former vp, was named exec vp of D'Arcy, New York.*

ALFRED L. HOLLENDER—*who was vp and tv director, became exec vp of Grey Advertising Agency.*

629 Agencies Bill $5.4 Billion in 1959

(Continued from Page 1)

selling and advertising season for new cars, and the steady growth of packaged goods accounts.

In this, AA's 16th exclusive billings report, we should like to repeat what we have said before about this account:

1. These are *agency billings*, a measure of business done by agencies for clients. They no more represent income than do deposits for a bank or face value of policies written for an insurance company.

2. In compiling this report, responding agencies have been asked to report what proportion of their total billings are accounted for by fees, and to capitalize fees by multiplying them by 6⅔ to equalize fee business with billing. Not all agencies have elected to report fees.

3. Where an agency's international billing is substantial, AA has tried to report it separately.

4. The phrase "estimated" occurs in connection with billings figures of a number of agencies. In some instances this is necessary because of agency or client policy. In most cases it represents a joint endeavor by an AA reporter and a top executive of the agency, arriving at the reported figure. In a handful of cases in this lengthy report it represents a calculated guess on AA's part, based on the best available data.

5. In some instances, information received from agencies seemed at variance with information received from other sources which AA usually relies on in collecting data, and in those instances the figures and other data presented in this agency issue are AA's best estimates, after careful checking and analysis of the situation.

Here are the billings of the $25,000,000-and-over group arranged alphabetically:

N. W. Ayer & Son, headquarters Philadelphia, billed an estimated $107,000,000 in 1959, up from an estimated $102,000,000 in 1958.

It added Farrington Mfg. Co., maker of data computation products; Crane Co., Pharmaco Inc., and Sugar Creek Creamery, a division of National Dairy Products. It had full year billing on Hilton's Carte Blanche, and picked up a number of new product assignments. Ayer men note that the agency didn't lose any clients in 1959—but it dropped portions of several accounts, among them Dash dog food and Armour canned meat products some of the tv billing for John H. Breck, Yardley of London's men's products and whole line holiday advertising, and Canadian advertising for the French Line. It resigned Butcher Polish Co.

No media breakdown, but Ayer showed an increase in television billing and in radio, network, regional and spot—assisted by the Telephone Company spectaculars and its acquisition of full Plymouth tv billing.

Ayer is estimated to have about 1,200 employes. It made a number of personnel and real estate moves last year. Within recent years it has taken new space in Detroit, Chicago and Hollywood, and recently moved the New York office into the new Time Inc. building. During the year it expanded its Chicago office by tripling the creative staff, although the agency emphasized that this in no way represented a trend away from traditional Ayer procedure, in which all creative work is done in Philadelphia.

William B. Carr, former vp and ad director of *McCall's*, joined Ayer's Chicago office to work on new business, and Crane's acquisition was attributed to him; Mr. Carr resigned in November to become president of Million Market Newspapers. Thomas G. Watson, one of Ayer's top New York account supervisors, was moved to Chicago as manager, succeeding Allen R. Memhard Jr., who recently joined Leo Burnett. Richard T. O'Reilly, vp and service representative on Plymouth, was named manager of the Detroit office, replacing John W. Garberson, who resigned. In Hollywood, Edmund H. (Roddy) Rogers Jr., formerly a tv program supervisor in New York, was named manager, replacing Glenhall Taylor, who formed his own tv production company. Herbert K. Henry, supervisor of plans and marketing division in Detroit, joined the Airtemp division of Chrysler as manager of marketing services.

Ted Bates & Co., New York, billed $120,000,000 in 1959, up from $106,700,000 in 1958. The 1959 figure does not include the substantial billing (about $9,800,000) of the London operation the agency now has, having acquired John Hobson & Partners (now called Hobson, Bates & Partners) in July, because the overseas operation is not yet integrated with U.S. accounting.

Bates had a good new business year, adding C. Schmidt & Sons, Philadelphia brewer; Colgate-Palmolive's Wildroot cream oil, VAM, and Sterno; Warner-Lambert's Anadrex inhaler; Brown & Williamson's Life and Belair cigarets; International Latex's Playtex girdles; Louis Marx & Co. toys; DCA Food Industries' Minute Maid Orange Bar; Chase Manhattan Bank's retail banking; Food Manufacturers Inc.'s A-1 almond chocolate candies and Premium & Petite bars; Morton Frozen Foods Division's frozen biscuits; and Wallace Laboratories, division of Carter Products' Appletrol. It lost no accounts.

Media breakdown: television 77%, newspapers and supplements 9.1%, magazines-farm publications-business papers 6.7%, radio 3.2%, outdoor-transit 1.9%, "other" 2.1%. The agency has 892 employes in two offices (London not included).

During the year Rudolph Montgelas was elected president, with James C. Douglas moving to exec vp, a new post. Three new senior vps were named, Jeremy Gury, creative operations head; J. Ross MacLennan, account group head; Richard A. R. Pinkham, broadcast operations head. William H. Kearns, former president, became vice-chairman of the board and executive committee chairman; Theodore L. Bates and Rosser Reeves remained, respectively, honorary chairman and chairman of the agency. Other senior vps appointed during the year: Ron-

(Continued on Page 64)

Top Ten Agencies, Total Billing

(Estimated by Advertising Age)

Rank		1959
1.	J. Walter Thompson Co.	$328,000,000
2.	McCann-Erickson	304,000,000
3.	Young & Rubicam	232,000,000
4.	Batten, Barton, Durstine & Osborn	216,000,000
5.	Ted Bates & Co.	*120,000,000
6.	Leo Burnett Co.	114,612,000
7.	Benton & Bowles	*109,000,000
8.	N. W. Ayer & Son	107,000,000
9.	Foote, Cone & Belding	104,000,000
10.	Kenyon & Eckhardt	95,000,000

*Does not include billing of London subsidiary.

Note: This is a list of U.S. agencies. Dentsu, Japan's largest agency, billed $123,598,000 and would rank fifth. In addition to the top ten listed above, two other U.S. agencies reported total billings above $90,000,000: Grant Advertising $92,700,000, Dancer-Fitzgerald-Sample $92,000,000.

A PROPOSAL FOR PRINT MEDIA

. . . their advertisers and their advertising agencies.

During the past decade, there has been a continually stronger expression of interest in the development of a single audit organization for publication circulations. We, as publishers of business magazines, would heartily endorse and support any effort to make this single, impartial auditing organization a reality.

We believe that such an accomplishment would be the single biggest step toward the improvement of media buying practices. A single audit under a single auditing service could provide complete, reliable, uniform information on circulation origin, derivation, verification and certification of those receiving the publication.

We have been members of the Audit Bureau of Circulations since February 6, 1916. We firmly believe in the intrinsic value of voluntary paid circulation. We have had publications which have been served by the Business Publications Audit and other circulation organizations.

We believe all business papers should be audited. We recognize that there are circumstances wherein it is not feasible for a publisher to sell subscriptions to his magazine, not to be confused with the situation wherein he cannot sell subscriptions.

We believe that there should be a single audit organization serving the needs of both paid and free print media. We believe that this organization should result from a merger of the personnel, facilities and experience of the Audit Bureau of Circulations and Business Publications Audit into a new organization which could possibly be called Publications Audit Service or Publications Circulation Audit.

We propose that, for business papers, there should be a single audit in which the circulation of a business publication would be reported in its various classifications, in terms of the origin or source of the recipient, with other supporting and descriptive data.

We propose that the executive managements of the Audit Bureau of Circulations, the Business Publications Audit, the Associated Business Publications, the National Business Publications, the Magazine Publishers Association, the American Newspaper Publishers Association, the Association of Industrial Advertisers, the American Association of Advertising Agencies, and the Association of National Advertisers convene at an early time to prepare a preliminary agenda for an industry meeting to develop plans for the establishment of the Publications Audit Service or Publications Circulation Audit.

Mr. Advertising Manager / Mr. Media Buyer:

Would you like to be able to compare ALL business publications on this basis? If so, voice your opinion to the associations mentioned above . . . write and tell them you favor a single audit to assure better media selection . . . or write us.

PUBLICATION A "GIDGET JOURNAL"

Para. 10 Business Classification	Paid Voluntary	Paid Association	Paid Bulk or Special	Free, Recipient Requested	Free, Recipient Verified Direct	Free, Recipient Verified Indirect (directories, lists, etc.)	Free, Recipient Unverified	Free, Franchise Cir.	Totals
Gidget Dealers	9,002	......	502	50	......	......	......	......	9,554
Gidget Wholesalers	1,151	......	10	1	......	......	......	......	1,162

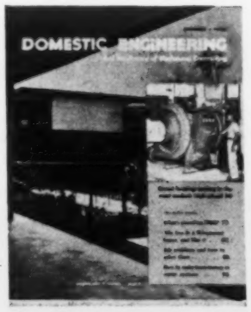
PUBLICATION B "GIDGET MANAGEMENT"

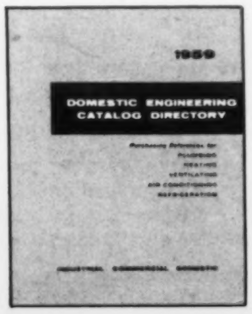
Para. 10 Business Classification	Paid Voluntary	Paid Association	Paid Bulk or Special	Free, Recipient Requested	Free, Recipient Verified Direct	Free, Recipient Verified Indirect (directories, lists, etc.)	Free, Recipient Unverified	Free, Franchise Cir.	Totals
Gidget Dealers	50	......	......	800	3,900	6,120	5,000	......	15,870
Gidget Wholesalers	......	......	......	100	200	1,300	20	......	1,620

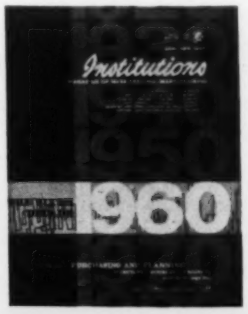
DOMESTIC ENGINEERING COMPANY

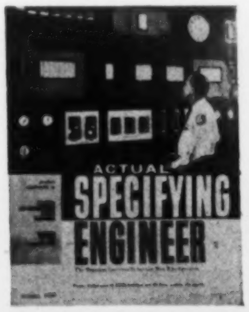
1801 Prairie Avenue, Chicago 16, Illinois

PUBLISHERS OF









engineers' PRODUCT FILE
heating
air conditioning
ventilating
piping
plumbing
refrigeration

"CONSULT YOUR ADVERTISING AGENCY"

Domestic Billings of 39 Agencies in Over-$25,000,000 Group

(International billings for agencies in this group are listed separately on Page 62.)

Rounded, usually, to the nearest $1,000,000 (000,000 omitted). All material on this and following pages is copyrighted, 1960, by Advertising Publications Inc. Quotation or reproduction in whole or in part without written permission is expressly prohibited.

(Listings of account changes, media breakdowns, number of employes and other details for agencies in this group begin on Page 54.)

1959 Rank		1959	1958	1957	1956	1955	1954	1953	1952	1951	1950	1949	1948	1947
1.	McCann-Erickson	$231.0	$207.0	$207.5	$175.5	$132.0	$102.0	$ 91.0	**$ 94.0	**$ 81.0	**$ 67.0	$50.0	$47.0	$44.0
2.	J. Walter Thompson Co.	*227.0	*214.0	210.0	*187.0	*172.0	*160.0	*133.0	*122.0	118.0	**130.0	98.0	92.0	83.0
3.	Batten, Barton, Durstine & Osborn	214.5	207.1	216.0	193.5	162.5	148.3	137.5	118.0	104.1	87.4	81.4	72.1	59.0
4.	Young & Rubicam	*197.0	*193.0	*200.0	*181.0	*166.0	*146.0	*128.0	*120.0	*110.0	**92.0	**85.0	*75.0	*63.0
5.	Ted Bates & Co.	120.0	106.7	103.4	73.7	59.2	46.0	38.0	30.0	28.8	25.0	21.0	18.0	17.5
6.	Leo Burnett Co.	110.6	98.7	78.7	79.0	69.2	55.0	46.4	37.6	28.0	22.0	17.0	14.0	12.0
7.	Benton & Bowles	109.0	103.0	93.9	91.0	68.0	57.5	*57.5	52.8	52.6	*44.0	*39.0	*34.0	*27.0
8.	N. W. Ayer & Son	*107.0	*102.0	*107.0	97.0	*92.0	*87.0	*86.5	*86.5	*85.0	*79.0	*69.5	*67.0	63.0
9.	Dancer-Fitzgerald-Sample	92.0	81.0	73.0	61.0	51.0	50.0	47.0	44.6	40.1	37.5	37.0	37.0	36.3
10.	Kenyon & Eckhardt	91.2	86.5	83.0	81.0	68.0	51.0	42.0	39.0	39.0	38.0	28.0	26.0	21.0
11.	Foote, Cone & Belding	*89.0	*88.0	*87.0	*74.5	*68.0	*71.0	*67.0	66.0	62.0	61.0	51.4	48.6	50.8
12.	Lennen & Newell	86.0	83.0	45.0	38.0	38.5	33.0	32.1	25.0	*17.5	*16.0	*15.0	*14.0	13.0
13.	Campbell-Ewald	*85.0	*80.0	*75.0	*70.0	*58.0	*43.0	*35.0	*28.0	*28.0	*30.0	*20.0	*17.0	*14.0
14.	Compton Advertising	78.0	75.2	70.1	59.1	45.5	42.1	35.4	30.2	30.1	26.0	22.0	22.0	21.0
15.	William Esty Co.	*75.0	†65.0	*52.0	*60.0	*54.0	*46.0	*43.0	* 37.0	*35.2	*32.0	*32.0	*30.0	27.0
16.	D'Arcy Advertising Co.	*73.0	*56.0	52.1	51.0	57.0	44.5	41.0	35.0	30.0	28.0	26.0	24.0	20.0
17.	Erwin Wasey, Ruthrauff & Ryan	59.5	54.1	54.0	——	——	——	——	——	——	——	——	——	——
	Erwin, Wasey & Co.	——	——	——	*22.0	*21.5	*21.3	*31.0	*30.5	*31.5	*27.5	*24.0	*19.0	*16.0
	Ruthrauff & Ryan	——	——	——	*39.0	*45.0	*44.0	*44.0	*44.5	*50.0	*45.0	*38.7	36.0	34.0
18.	Cunningham & Walsh	54.2	51.4	50.4	40.1	47.8	44.7	38.8	37.1	30.6	25.0	26.9	26.4	25.0
19.	Sullivan, Stauffer, Colwell & Bayles	46.0	43.0	38.6	36.1	31.8	27.5	*23.5	*20.0	*19.5	*17.5	*12.5	10.0	4.5
20.	Grey Advertising	45.5	42.8	43.6	35.0	30.0	*22.4	*20.6	17.5	*14.5	*13.5	12.0	10.0	10.0
21.	Fuller & Smith & Ross	45.4	44.1	44.4	39.0	37.0	41.0	40.0	31.0	25.0	23.0	22.0	20.0	18.0
22.	Campbell-Mithun	43.0	39.0	36.5	35.0	25.0	20.0	15.0	*11.7	10.0	8.0	7.0	10.0	5.0
23.	MacManus, John & Adams	40.7	35.7	40.1	37.5	38.8	32.8	26.9	22.5	18.8	17.5	15.0	11.0	9.0
24.	Needham, Louis & Brorby	39.2	38.1	33.4	32.7	30.4	29.3	24.7	19.5	15.4	11.5	12.5	12.0	10.0
25.	Gardner Advertising	37.5	33.3	22.0	19.6	17.0	19.5	17.7	16.7	16.5	13.1	14.0	12.0	*10.0
26.	Grant Advertising	33.1	36.6	37.5	32.5	29.9	20.8	22.2	15.7	21.1	21.5	22.5	22.0	21.0
27.	Donahue & Coe	32.4	29.6	30.9	27.1	20.6	19.3	18.4	17.2	15.5	14.0	13.0	12.5	15.0
28.	Tatham-Laird	31.6	18.0	20.3	22.1	20.0	13.9	9.0	9.0	7.2	5.0	3.5	——	——
29.	D. P. Brother & Co.	*31.2	*28.0	32.0	*38.0	31.4	19.7	14.4	10.6	10.0	11.9	——	5.0	——
30.	Norman, Craig & Kummel	30.8	29.9	28.3	25.8	19.4	20.0	*20.2	*19.0	20.0	15.0	10.0	7.6	5.8
31.	Geyer, Morey, Madden & Ballard	30.0	——	——	——	——	——	——	——	——	——	——	——	——
	Geyer Advertising	——	21.1	*19.0	*20.5	*21.0	*22.0	*22.0	20.0	20.0	18.5	*16.8	14.0	12.0
	Morey, Humm & Warwick	——	7.0	11.0	11.0	9.0	——	——	——	——	——	——	——	——
32.	Ketchum, MacLeod & Grove	29.9	27.0	24.2	22.0	16.4	15.4	15.1	13.5	11.3	——	5.0	——	——
33.	MacLaren Advertising Co.	29.8	27.9	25.1	25.2	20.7	19.9	16.9	13.4	13.2	11.5	9.5	——	——
34.	Doyle Dane Bernbach	27.5	22.0	20.2	16.3	11.7	8.0	5.1	3.5	2.6	2.1	——	——	——
35.	Cockfield, Brown & Co.	27.5	26.1	27.5	29.7	27.8	24.8	21.8	17.7	15.7	14.8	12.7	10.0	7.5
36.	Maxon Inc.	27.0	26.6	28.0	28.0	28.5	31.0	35.0	30.0	27.0	22.5	20.5	21.6	19.0
37.	Fletcher Richards, Calkins & Holden	26.3	——	——	——	——	——	——	——	——	——	——	——	——
	Fletcher D. Richards Inc.	——	18.7	20.6	21.6	16.6	17.0	16.0	*13.0	10.0	9.7	——	——	——
	Calkins & Holden	——	10.5	12.0	15.6	10.4	10.0	9.2	8.0	——	——	——	——	——
38.	Ogilvy, Benson & Mather	25.9	18.5	17.4	14.1	11.8	10.1	10.7	8.5	——	——	——	——	——
39.	Doherty, Clifford, Steers & Shenfield	25.4	23.2	20.8	14.4	12.1	10.8	10.4	10.1	9.1	7.9	——	——	——

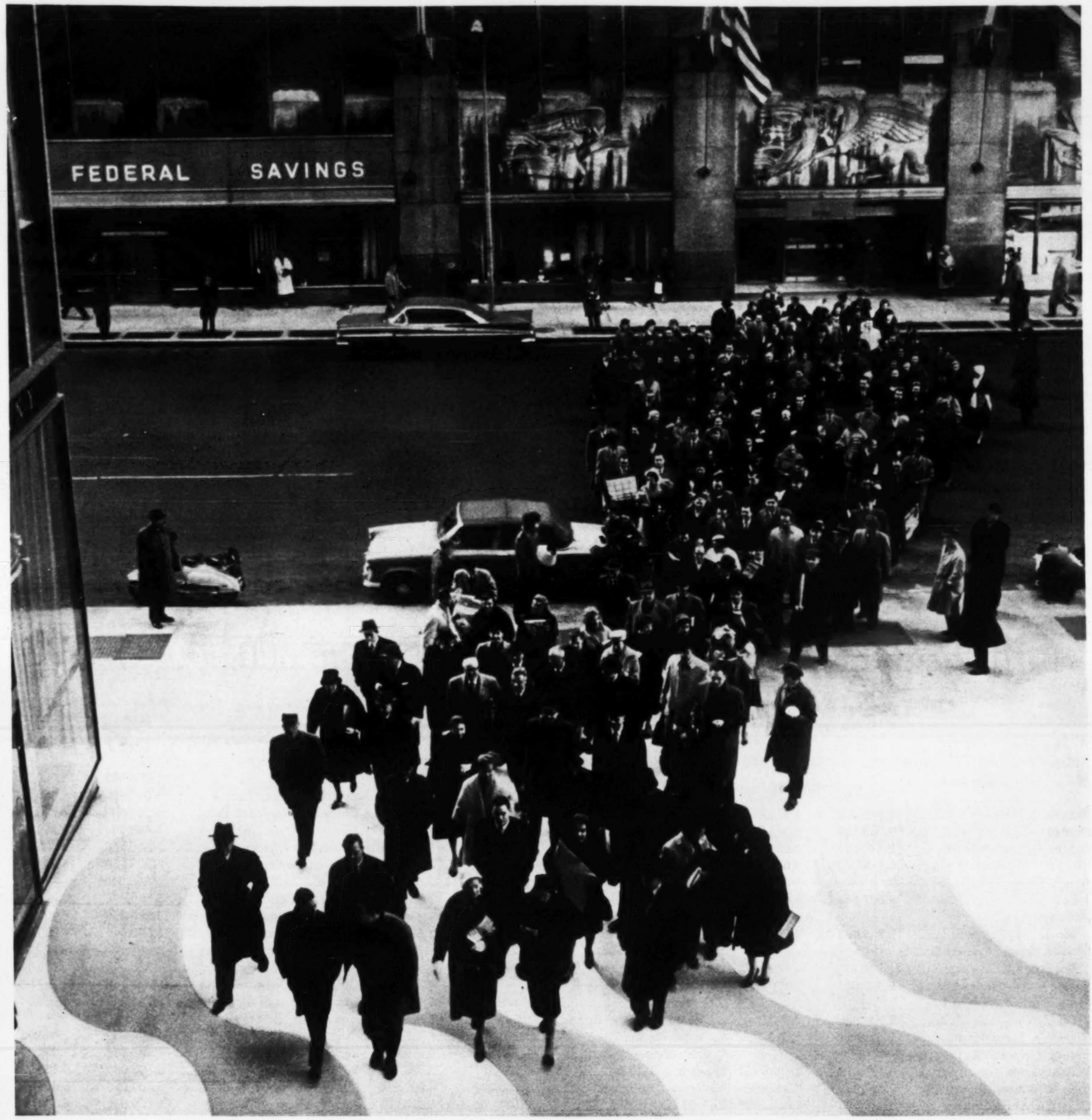
Note: Domestic billings in the above table include U. S. and Canadian.

Billings of 46 Agencies in $10,000,000 to $25,000,000 Group

(Listings of account changes, media breakdowns, number of employes and other details for agencies in this group begin on Page 104.)

40.	Wade Advertising	24.8	18.9	‡14.9	*11.0	10.2	11.4	10.4	9.8	——	——	——	——	——
41.	Lawrence C. Gumbinner Advertising	22.4	17.8	12.0	9.0	——	——	——	——	——	——	——	——	——
42.	Reach, McClinton & Co.	22.1	15.8	12.2	7.1	5.5	——	——	——	——	——	——	——	——
43.	Warwick & Legler	22.0	19.1	14.6	14.5	14.3	15.2	14.2	14.1	11.5	10.0	*9.0	——	——
44.	Keyes, Madden & Jones	20.5	18.4	16.9	16.9	16.8	*16.5	16.6	13.1	12.0	11.0	10.3	9.0	9.0
45.	Kudner Agency	20.0	40.0	55.0	66.2	60.0	46.0	*44.2	*39.0	*34.5	*34.0	*29.5	*20.0	*16.0
46.	Bozell & Jacobs Inc.	19.5	17.5	18.1	20.1	18.8	15.3	13.3	11.2	9.4	7.0	——	——	——
47.	Mogul, Williams & Saylor	19.3	11.1	10.1	9.9	6.4	——	——	——	——	——	——	——	——
48.	Lambert & Feasley	18.9	12.7	‡10.1	10.0	‡10.0	9.7	8.0	7.0	6.0	5.0	5.0	——	——
49.	W. B. Doner & Co.	18.7	18.6	18.8	11.1	11.0	7.0	6.0	3.3	2.6	2.1	1.5	——	——
50.	Parkson Advertising	18.6	*17.4	*15.5	8.0	——	——	——	——	——	——	——	——	——
51.	Albert Frank-Guenther Law Inc.	18.5	16.1	14.8	14.6	14.8	12.3	11.5	10.7	10.2	8.6	7.0	——	——
52.	J. M. Mathes Inc.	17.8	17.4	20.2	17.5	14.5	13.8	13.5	13.0	12.5	11.3	11.0	11.0	11.0
53.	Al Paul Lefton Co.	17.7	17.2	17.0	17.0	15.0	14.0	13.2	13.0	12.5	11.0	10.5	10.6	10.5
54.	L. W. Frohlich & Co.	*17.5	15.0	†12.5	7.0	5.6	——	——	——	——	——	——	——	——

*Estimated by AA. **This total figure includes both domestic and international billing because no breakdown was given for that year. †Revised AA estimate.



Here comes our most important asset

The desks, the typewriters, the files, the tables, the chairs—all have been removed from the four floors we occupied at 1270 Avenue of the Americas, and have been trucked across the avenue to our new quarters on the 15th and 16th floors of the new Time & Life Building.

And now we are moving our most important asset—the reason for our growth during the past few years and why there's a flattering buzz in advertising circles about us today. Our people—all 300 of them.

These are very special people. They're part of a continuing manpower program—because we know that advertising is never more effective than the talents of the people who produce it.

Interesting thing about this. We find that, as our talent-level increases, *other* talented people automatically seek us out. Seems the more talented they are, the more they like the stimulus of working with colleagues their equal or better.

If you'd like to know more about our manpower program, we'd be happy to tell you—and have you meet and get to know some of the people we're so proud to have with us.

DONAHUE & COE

TIME & LIFE BUILDING, ROCKEFELLER CENTER, NEW YORK

1959 Rank	1959	1958	1957	1956	1955	1954	1953	1952	1951	1950	1949	1948	1947
55. William Douglas McAdams Inc.	*16.5	*14.5	*12.5	12.5	10.0	——	——	——	——	——	——	——	——
56. Doremus & Co.	16.2	15.0	15.0	14.5	12.5	11.0	10.0	7.8	——	——	——	——	——
57. Kastor, Hilton, Chesley, Clifford & Atherton	16.1	10.9	8.9	6.9	——	——	——	——	——	——	——	——	——
58. Honig-Cooper & Harrington	16.0	13.7	‡ 9.8	10.0	8.0	——	——	——	——	——	——	——	——
59. C. J. LaRoche & Co.	15.5	15.0	12.9	11.1	7.2	——	——	——	——	——	——	——	——
60. Ellington & Co.	15.1	14.0	15.1	15.1	13.5	12.3	10.0	9.0	——	——	——	——	——
61. James Lovick & Co.	15.1	‡13.3	13.0	10.3	7.8	——	——	——	——	——	——	——	——
62. North Advertising	15.1	15.0	11.0	10.0	——	——	——	——	——	——	——	——	——
63. Edward H. Weiss & Co.	15.0	14.0	14.8	12.1	‡13.2	12.5	11.0	5.0	——	——	——	——	——
64. G. M. Basford Co.	14.6	13.9	14.1	12.8	10.0	10.0	*9.0	*7.0	——	——	——	——	——
65. McKim Advertising	*14.4	*13.3	*11.2	10.3	9.5	——	——	——	——	——	——	——	——
66. Ross Roy Inc.	14.4	14.4	17.9	15.1	16.1	14.6	18.9	16.0	15.3	13.1	12.8	9.8	——
67. Fitzgerald Advertising Agency	*14.0	*12.0	14.0	*12.0	*10.0	——	——	——	——	——	——	——	——
68. Gray & Rogers	14.0	‡13.1	‡12.0	10.3	8.6	6.9	8.3	——	——	——	——	——	——
69. Guild, Bascom & Bonfigli	13.5	10.2	8.1	8.5	——	——	——	——	——	——	——	——	——
70. Knox Reeves Advertising	13.4	10.9	9.4	6.9	——	——	——	——	——	——	——	——	——
71. Vickers & Benson	13.2	12.1	*10.5	6.5	4.5	——	——	——	——	——	——	——	——
72. Meldrum & Fewsmith	13.1	10.5	10.9	10.5	10.2	9.8	8.0	7.1	8.2	6.8	——	——	——
73. Klau-Van Pietersom-Dunlap	12.3	10.0	9.0	9.1	——	——	——	——	——	——	——	——	——
74. Clinton E. Frank Inc.	12.0	7.0	7.0	——	——	——	——	——	——	——	——	——	——
75. Henri, Hurst & McDonald	*12.0	12.0	12.0	10.0	8.0	9.0	9.0	——	——	——	——	——	——
76. Marsteller, Rickard, Gebhardt & Reed	*11.4	*10.9	*11.0	*10.0	——	——	——	——	——	——	——	——	——
77. Griswold-Eshleman Co.	11.2	10.0	10.5	9.9	9.4	——	——	——	——	——	——	——	——
78. Buchen Co.	11.0	10.0	10.3	10.3	10.3	10.3	*10.3	10.0	9.7	9.7	——	——	——
79. Cohen, Dowd & Aleshire	*11.0	*8.2	——	——	——	——	——	——	——	——	——	——	——
80. Rumrill Co.	10.9	10.3	9.3	5.5	——	——	——	——	——	——	——	——	——
81. Cramer-Krasselt Co.	10.7	9.5	9.8	9.5	——	——	——	——	——	——	——	——	——
82. Chas. W. Hoyt Co.	10.4	9.4	10.0	9.7	8.9	——	——	——	——	——	——	——	——
83. Jackson Associates	10.1	6 9	3.2	——	——	——	——	——	——	——	——	——	——
84. Gordon Best Co.	10.0	10.0	10.0	——	——	——	——	——	——	——	——	——	——
85. Potts-Woodbury Inc.	10.0	9.1	8.6	——	——	——	——	——	——	——	——	——	——

*Estimated by AA. †Revised AA estimate. ‡Revised figure reported.

Billings of 57 Agencies in $5,000,000 to $10,000,000 Group

(Listings of account changes, media breakdowns, number of employes and other details for agencies in this group begin on Page 122.)

Agency	1959	1958
Aitkin-Kynett	$*9,750,000	$*7,250,000
McConnell, Eastman & Co.	*9,700,000	*9,200,000
Stanfield, Johnson & Hill	9,700,000	9,350,000
Daniel & Charles	9,268,000	5,951,000
Biddle Advertising Co.	9,243,521	8,004,083
VanSant, Dugdale & Co.	9,159,908	8,040,126
Arndt, Preston, Chapin, Lamb & Keen	9,037,000	8,000,000
Aubrey, Finlay, Marley & Hodgson	9,000,000	8,500,000
Brooke, Smith, French & Dorrance	*9,000,000	*9,000,000
Foster Advertising Ltd.	9,000,000	7,300,000
MacFarland, Aveyard & Co.	*8,700,000	*8,500,000
Hixson & Jorgensen	8,600,000	9,022,442
Arthur Meyerhoff Associates	8,571,918	8,408,123
John W. Shaw Advertising	8,500,000	7,200,000
Cole, Fischer & Rogow	8,225,000	4,050,000
Hicks & Greist	8,200,000	7,950,000
Lawrence Fertig & Co.	*8,100,000	*8,100,000
Street & Finney	8,000,000	6,750,000
F. H. Hayhurst Co.	7,885,000	————
Caples Co.	7,500,000	7,500,000
Joseph Katz Co. of New York	7,500,000	————
Wesley Associates	7,408,603	7,248,089
Johnson & Lewis	7,202,150	3,758,527
Brown & Butcher	7,200,000	5,300,000
L. H. Hartman Co.	7,125,000	7,050,000
Wermen & Schorr	*7,000,000	————
Anderson & Cairns	6,925,000	6,869,600
Earle Ludgin & Co.	*6,700,000	‡6,985,000
Cole & Weber	6,630,046	5,524,958
Botsford, Constantine & Gardner	6,479,000	6,415,200
Baker Advertising Agency	6,300,000	6,500,000
Gotham-Vladimir Advertising	*6,250,000	†6,500,000
Burdick & Becker	6,249,308	2,933,847
McCarty Co.	6,100,000	*8,000,000
Robert Otto & Co.	6,100,000	5,900,000
Sudler & Hennessey	6,035,000	3,163,000
Adams & Keyes	6,000,000	————
Liller, Neal, Battle & Lindsey	*6,000,000	*5,000,000
Spitzer & Mills	*6,000,000	*6,250,000
Kennedy Sinclaire Inc.	5,968,000	5,733,300
Monroe Greenthal Co.	5,850,000	5,250,000
Fulton, Morrissey Co.	5,755,548	5,323,559
Product Services	5,709,350	5,267,000
John C. Dowd Inc.	5,600,000	————
Victor A. Bennett Co.	*5,500,000	————
Bert S. Gittins Advertising	5,500,000	5,000,000
Lewis & Gilman	*5,500,000	*5,000,000
Roche, Rickerd & Cleary	5,486,842	6,129,339
James Thomas Chirurg Co.	5,300,000	*5,250,000
Gaynor & Ducas	5,274,158	3,728,654
Lang, Fisher & Stashower	*5,250,000	*5,000,000
Henderson Advertising Agency	5,200,000	3,500,000
Burke Dowling Adams Inc.	5,181,424	13,000,000
R. Jack Scott Inc.	5,106,600	3,800,000
Miller Advertising	5,100,000	5,000,000
John F. Murray Co.	*5,000,000	*5,000,000
Winius-Brandon Co.	*5,000,000	————

*Estimated by AA.

Billings of 133 Agencies in $1,000,000 to $5,000,000 Group

(Listings of account changes, media breakdowns, number of employes and other details for agencies in this group begin on Page 136.)

Agency	1959	1958
Bernardino Advertising	4,800,000	1,183,000
Walsh Advertising Co.	4,600,000	4,200,000
Robert E. Wilson Inc.	4,585,407	2,538,209
Friend-Reiss Advertising	4,491,606	4,197,766
Wexton Co.	4,414,133	2,940,440
Kircher, Helton & Collett	4,410,000	4,342,000
Jordan, Sieber & Corbett	4,336,000	3,828,000
Fairfax Inc.	4,100,000	3,846,000
Breithaupt, Milsom Ltd.	4,100,000	2,900,000
Lester Harrison Inc.	4,049,000	3,677,000
Palm & Patterson	4,007,118	3,820,650
Irving J. Rosenbloom & Associates	3,950,000	1,800,000
M. Belmont Ver Standig Inc.	3,890,000	3,337,000
Hutchins Advertising Co.	3,884,183	3,270,047
Clayton Inc.	3,875,000	3,747,000
Schram Advertising Co.	3,742,339	3,635,093
Needham & Grohmann	3,655,000	3,530,000
Farson, Huff & Northlich	3,620,090	————
Luckoff & Wayburn	3,528,672	2,955,093
Symonds, MacKenzie & Co.	3,347,015	2,642,446
Bishophric/Green /Fielden	3,316,500	2,371,500
Publicidad Badillo	3,159,282	2,539,532
Zimmer-McClaskey	3,152,620	2,875,143
Coleman-Parr	3,094,263	1,456,856
Shevlo Inc.	3,039,300	2,428,800

THE AMERICAN APPRAISAL COMPANY
Valuation services.

BARRETT-CRAVENS COMPANY
Lift trucks and portable elevators.

BOSTROM CORPORATION
Truck seats, tractor seats.

CAST IRON PIPE RESEARCH ASSOCIATION
Advertising, promotion of cast iron pressure pipe and fittings.

CAST IRON SOIL PIPE INSTITUTE
Advertising and promotion of cast iron soil pipe.

CHAIN BELT COMPANY
Concrete mixing and placing machinery, bulk handling conveyors and elevators, bearings, chains and other power transmission equipment.

CHICAGO SUN-TIMES
Daily and Sunday newspaper.

CURTIS COMPANIES INCORPORATED
Windows, doors and kitchen cabinets.

THE DoALL COMPANY
Machine tools and accessories, cutting tools, gages, industrial supplies.

GENERAL DYNAMICS CORPORATION—LIQUID CARBONIC DIVISION
Carbon dioxide; also industrial, medical gases and equipment; flavoring extracts.

GARDNER-DENVER COMPANY
Rock drills, air compressors and air tools, pumps.

GISHOLT MACHINE COMPANY
Machine tools and balancing machines.

THE GOSS COMPANY
Manufacturer of newspaper presses, magazine presses, rotogravure presses and printing equipment.

HAWLEY PRODUCTS COMPANY
Pre-formed molded fibre products.

THE HOBART MANUFACTURING COMPANY
Food mixers, coffee mills, home dishwashers; commercial dishwashers, food, bakery and kitchen machines.

ILG ELECTRIC VENTILATING COMPANY
Propeller fans, centrifugal fans, power roof ventilators and unit heaters.

MADISON-KIPP CORPORATION
Die castings, lubricators and air grinders.

MATHIAS KLEIN & SONS
Manufacturer of linemen's and electricians' tools and equipment.

MARATHON
Food packaging and paper products.

MASONITE CORPORATION
Hardboard products and other building materials.

MOSINEE PAPER MILLS COMPANY
Manufacturer of specialized industrial papers.

THE OLIVER CORPORATION
Farm tractors; tillage, cultivating and harvesting equipment; industrial tractors and accessories.

PRESSED STEEL TANK COMPANY
Cylinders, drums, barrels, shapes. Downingtown heat exchangers and plate fabrication.

RIPON KNITTING WORKS
Slippers, slipper socks, hosiery and mittens.

JOSEPH T. RYERSON & SON, INC.
(Warehouse Sales) steel, aluminum, plastics, metal forming machinery.

SCHIELD BANTAM COMPANY
Truck cranes and excavators.

THE SEEBURG CORPORATION
Coin-operated phonographs, vending machines, background music systems.

SIMONIZ COMPANY
Simoniz Electric Polisher Floor Wax for homes. Plumite Drain Cleaner. Commercial Division: floor and furniture waxes, cleaners, polishes.

SIMMONS COMPANY
(Contract Division) Steel furniture and sleep equipment.

STEWART-WARNER ELECTRONICS
Electronic assemblies and components.

VICTOR MANUFACTURING & GASKET CO.
Gaskets and oil seals.

VICTOR CHEMICAL WORKS
Industrial chemicals, phosphates, formates, also oxalates and other chemicals.

WOOD CONVERSION COMPANY
Balsam-Wool insulation and Nu-Wood products.

Come join this prosperous parade

Here are the clients who made 1959 the biggest, brightest year in our 36-year history. We gained five substantial new accounts—total billings reached an all-time high of about $11 million—and budgets for 1960 show a sharp increase. We invite you to join these clients whose businesses we are helping to grow. Let us show you how you, too, can benefit by our complete facilities in creative advertising, marketing, merchandising, research, and public relations.

Look at Buchen
for ADVERTISING IN DEPTH

THE BUCHEN COMPANY · 400 WEST MADISON STREET · CHICAGO · TELEPHONE RAndolph 6-9305

Agency	1959	1958
Hall, Haerr, Peterson & Harney	3,000,000	2,407,500
Wenger-Michael Inc.	3,000,000	3,125,000
Byer & Bowman Advertising Agency	2,978,019	3,025,802
Lando Advertising	2,910,575	2,751,717
Chambers, Wiswell, Shattuck, Clifford & McMillan	2,903,648	2,922,216
Rives, Dyke & Co.	2,751,245	2,716,478
Carr Liggett Advertising	2,749,653	2,158,478
Anderson-McConnell Advertising Agency	2,745,542	3,121,627
Barnes Chase Co.	2,701,110	2,509,000
Garfield-Linn & Co.	2,607,000	2,457,000
Chester Gore Co.	2,550,000	2,430,000
C. Knox Massey & Associates	2,500,000	———
Kerker, Peterson Inc.	2,499,000	2,413,000
Lilienfeld & Co.	2,413,685	2,066,964
Batz, Hodgson & Neuwoehner	2,379,210	1,816,746
Webb Associates	2,350,250	1,095,000
Gillham Advertising Agency	2,350,000	2,200,000
Charles Anthony Gross Advertising Agency	2,337,570	2,337,570
Stern, Walters & Simmons	2,366,667	1,596,072
Powell, Schoenbrod & Hall	2,308,918	2,115,653
Koehl, Landis & Landan	2,220,000	1,950,000
Rothbardt & Haas Advertising	2,200,000	———
William Hart Adler Inc.	2,186,100	1,983,700
Ullman Organization	2,170,000	2,103,000
J. M. Camp & Co.	2,150,000	2,000,000
Smith & Dorian	2,136,537	1,242,220
Leber & Katz	2,110,000	1,660,000
Gamut Inc.	2,105,323	1,194,340
Frederick E. Baker & Associates	2,072,008	2,315,046
Gourfain-Loeff Inc.	2,068,000	———
Grubb & Petersen	2,038,988	1,845,739
Shaller-Rubin Co.	2,026,000	1,350,000
Newmark, Posner & Mitchell	2,025,000	———
Bayless-Kerr Co.	2,000,000	———
Dillon-Cousins & Associates	2,000,000	1,800,000

Agency	1959	1958
Al Herr Advertising	2,000,000	———
Malcolm-Howard	2,000,000	2,000,000
Harry M. Frost Co.	1,998,370	2,214,976
Robertson, Buckley & Gotsch	1,894,949	1,542,068
Carpenter-Proctor	1,879,000	1,200,000
Holst & Male	1,872,745	1,783,276
MacDonald-Cook Co.	1,843,323	1,437,184
Huot Advertising	1,837,936	1,673,468
Howard Swink Advertising	1,815,902	1,655,135
Harris D. McKinney Inc.	1,795,600	1,640,500
Sanger-Funnell	1,788,646	1,286,200
Charles Bowes Advertising Inc.	1,776,423	1,344,868
Bradley, Venning, Hilton & Atherton	1,750,000	1,500,000
Horan-Daugherty	1,750,000	1,700,000
Lavidge & Davis	1,750,000	1,500,000
Herbert Baker Advertising	1,700,000	1,300,000
Weightman Inc.	1,696,700	1,448,750
M. B. Scott Inc.	1,649,700	1,271,200
S. M. Brooks Advertising	1,637,692	1,488,811
Gerth, Brown, Clark & Elkus	1,625,000	1,378,000
Aylin Advertising Agency	1,612,292	1,330,880
Arnold & Co.	1,601,560	1,348,000
Clarke, Dunagan & Huffhines	1,600,000	1,001,000
Vance-Fawcett Associates	1,594,931	1,016,000
Hoefer, Dieterich & Brown	1,585,000	1,233,000
Davis, Johnson, Andersen Collombatto	1,515,433	———
Paul Venze Associates	1,502,000	3,365,000
F. P. Walther Jr. & Associates	1,500,000	1,100,000
Woodard, Voss & Hevenor	1,500,024	1,510,795
White & Shuford Advertising	1,459,123	1,235,435
M. M. Fisher Associates	1,450,000	1,021,000
Jones Frankel Co.	1,450,000	1,200,000
W. A. McCracken Ltd.	1,450,000	1,300,000
George Metcalf Co.	1,438,699	1,254,510
W. B. Geissinger & Co.	1,408,120	1,258,000
Associated Advertising Agency	1,402,000	1,345,000
Jennings & Thompson Advertising	1,393,000	1,225,000
Connor Associates	1,378,955	1,032,977

Agency	1959	1958
Mullican Co.	1,371,407	978,374
Givens-Davies Advertising Agency	1,343,509	1,102,300
Sidney Clayton & Associates	1,358,943	1,332,402
Harvey & Thomas	1,319,554	1,135,377
Lubell Advertising	1,318,206	———
Palmer, Codella & Associates	1,314,421	———
Jefferson Advertising Agency	1,279,417	1,050,586
Heggie Advertising Co.	1,274,716	1,129,722
B. L. Mazel Inc.	1,250,400	780,000
Ritter-Lieberman	1,256,650	912,000
Davis, Parsons & Strohmeier	1,246,622	1,082,087
James A. Stewart Co.	1,230,000	803,000
Fischbein Advertising Agency	1,200,000	1,000,000
Newmark Advertising Agency	1,186,700	1,056,000
Bonsib Inc.	1,176,243	1,055,739
Baer, Kemble & Spicer	1,169,700	1,101,700
Willis Advertising	1,165,000	830,000
John L. Douglas & Associates	1,141,670	648,000
Robert K. Buther & Associates	1,140,000	880,000
Dobbins, Woodward & Co.	1,120,337	834,185
Watts, Payne Advertising	1,111,726	1,086,155
Enyart & Rose Advertising	1,100,000	875,000
Thomas C. Wilson Advertising	1,085,710	841,248
Arthur Towell Inc.	1,079,520	1,230,780
Duncan-Brooks	1,079,401	989,290
Stiller-Hunt Advertising	1,057,954	437,515
Terry, Gray-Schwartz & Harris	1,046,632	500,000
Joseph F. Callo Inc.	1,037,750	833,500
Francis, Morris & Evans	1,024,740	789,043
de Garmo Inc.	1,015,207	1,008,453
Getz & Sandborg	1,011,000	675,000
Albert Finkle Co.	1,001,806	700,201
Feeley Advertising Agency	1,000,000	850,000
Mallen & Associates	1,000,000	1,000,000
Wyman Co.	1,000,000	700,000

Billings of 233 Agencies in Under-$1,000,000 Group

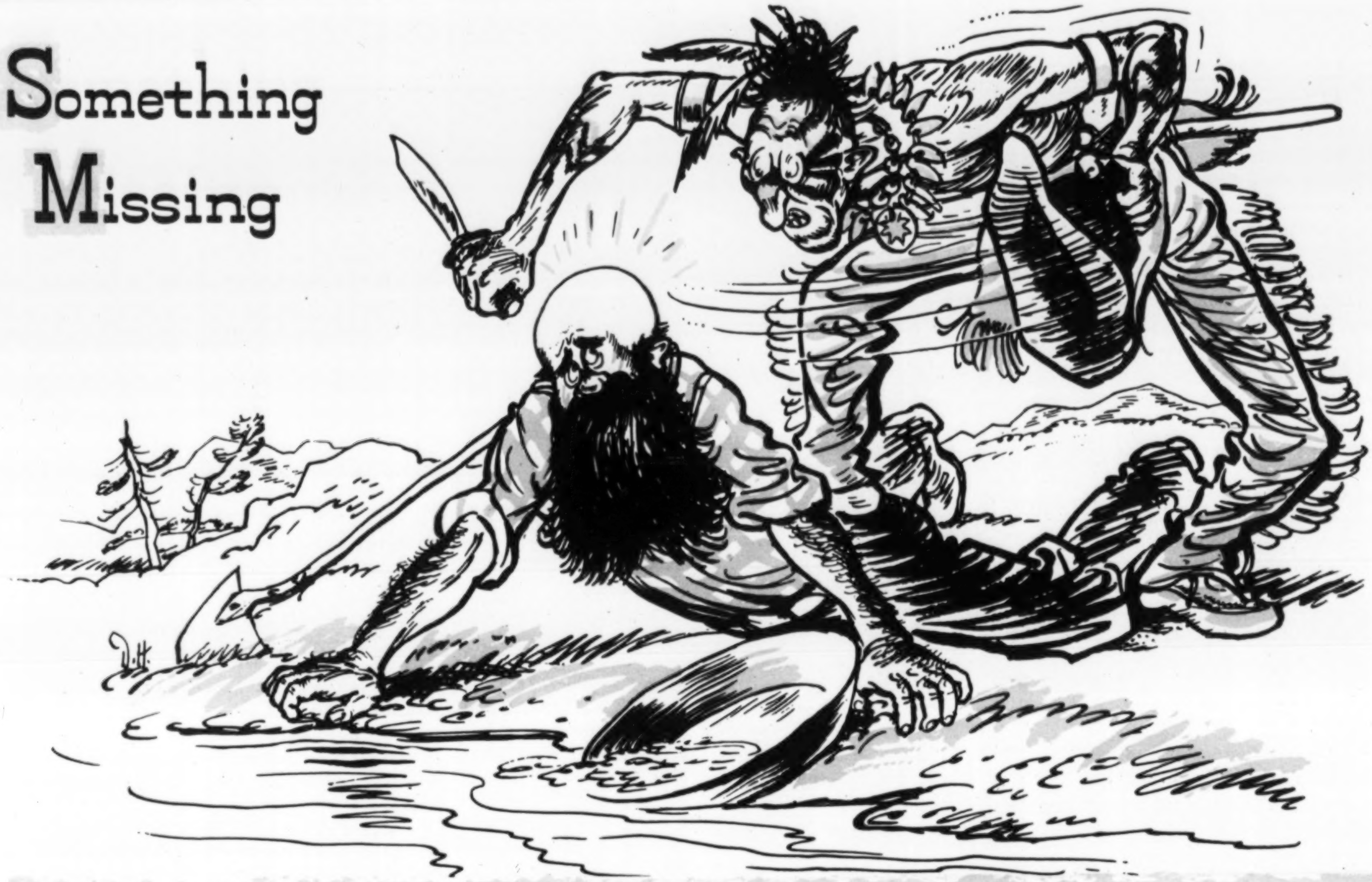
(Listings of account changes, media breakdowns, number of employes and other details for agencies in this group begin on Page 155.)

	1959	1958
Ad Busch Inc.	$977,785	$1,030,000
McNeill, McLeery & Cochran	960,000	872,000
G. F. Sweet & Co.	955,778	680,000
M. L. Grant Inc.	950,000	675,000
Wesley Day & Co.	915,000	72,000
Headen, Horrell & Wentsel	910,000	850,000
Van Brunt & Co.	900,000	600,000
Stern, Hays & Lang	882,288	972,247
Manchester & Kreer	875,000	725,000
Grimm & Craigle	861,720	634,382
Joseph Katz of Baltimore	858,560	8,150,000
Louis Benito Advertising	855,816	764,122
Nattall & Maloney	850,952	816,171
Cruttenden Advertising	843,700	872,400
Gottschaldt & Associates	835,140	795,378
Galvin-Farris-Allvine	831,000	715,000
Muller, Jordan & Herrick	827,110	600,000
Buxton Advertising Agency	817,564	524,918
George J. Walsh & Co.	816,700	———
Parsons, Friedmann & Centrall	805,000	928,378
Reilly, Brown & Tapply	801,060	694,017
Earle Palmer Brown & Associates	797,298	295,723
George S. Sandler Inc.	796,241	633,400
Howard A. Harkavy Inc.	790,000	643,333
Lloyd S. Howard Associates	785,000	754,800
Neale Advertising Associates	783,704	756,127

	1959	1958
Kingsbury E. Moore	781,120	84,000
Zum & Kirshner	777,000	522,000
Creative Advertising Agency	776,710	454,220
Moss Associates	758,000	647,801
J. Gerald Brown Advertising Inc.	755,260	542,940
Mark Schreiber Advertising	748,530	615,000
H. George Bloch Inc.	746,010	759,740
Advertising Associates	741,850	554,249
Ken Seitz & Associates	727,193	546,150
Harris & Weinstein Associates	725,407	489,033
Ted Gravenson Inc.	723,720	513,450
Kenneth B. Butler & Associates	723,054	622,947
Bonfield Associates	715,000	462,422
James C. Seix Co.	710,000	725,000
E. J. Scheaffer & Associates	700,000	515,000
Edelstein-Nelson Advertising	700,000	500,000
Warren K. Bredlow Advertising Agency	692,338	520,455
Torobin Advertising	685,000	500,000
Harold E. Flint & Associates	678,614	575,053
Buss, Bear & Associates	662,770	530,000
Charles E. Vautrain Associates	658,480	654,757
Allan Copeland & Garnitz	650,000	500,000
Goodis, Goldberg, Dair	638,500	585,600
Spooner & Kriegel	634,282	578,984
General Advertising Agency	627,598	650,000

	1959	1958
Weekley & Valenti	622,500	560,000
Waghorne & Associates	614,833	416,056
Herbert Willis & Associates	612,686	487,334
Yount Co.	605,874	525,764
Truppe, LaGrave & Reynolds	600,000	———
Columbia Advertising Inc.	597,000	456,000
E. T. Holmgren Inc.	588,500	538,200
Joseph P. Abraham & Associates	580,000	500,000
Gillis, Hundemer & Fetty	553,900	105,300
Stamler, Brooks & Soghigian	550,014	247,390
Litman-Stevens & Sher Inc.	532,359	498,786
Revere Advertising	526,962	471,300
Pike & Becker	525,116	413,415
Hall & Thompson	519,161	511,745
Lago & Whitehead	513,947	1,095,073
Firestone-Goodman Advertising Agency	512,639	454,522
Fletcher, Wessel & Enright Advertising	505,326	423,157
Henry B. Kreer & Co.	502,500	215,000
Schnell & Associates	501,000	480,000
Rozene Advertising Agency	500,000	400,000
Kuswa-Greene & Associates	500,000	———
Carpenter Advertising Co.	500,000	———
Black, Little & Co.	500,000	133,350
Watson Manning	498,880	485,260

Something Missing



... like California without the Billion-Dollar Valley of the Bees

THE SACRAMENTO BEE
THE MODESTO BEE
THE FRESNO BEE

Actually, total effective buying income of more than $3 billion
Value of farm products sold greater than each of 46 states
Not covered by San Francisco and Los Angeles newspapers

In the heart of the Billion-Dollar Valley of the Bees is Stanislaus County, covered by the Modesto Bee. Although comparatively small, Stanislaus County ranks 11th in the nation in the value of farm products sold and has a thriving core of industry — paper products, chemicals and food processing.

You can't cover the Modesto area or any of the rest of the Valley of the Bees in any coastside newspapers. You need the Bees.

Data source: Sales Management's 1959 Copyrighted Survey

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . **bulk, frequency** and a combined **bulk-frequency.** Check O'Mara & Ormsbee for details.

Agency	1959	1958
Art Gruber Associates	489,070	451,000
Ray Ellis Advertising	485,000	430,000
Lindeman Advertising	477,629	457,247
J. W. Spellman Inc.	476,354	417,682
Gorchov Advertising	473,523	433,908
Ettinger Advertising Agency	471,258	329,248
Atlantic Industrial Publications	463,850	217,250
Wendt Advertising Agency	462,604	416,358
Bridges-Sharp & Associates	461,328	454,328
Champlain Advertising Co.	460,018	386,181
Jonethis-Larson Advertising	458,385	83,500
Stevenson & Associates	453,600	308,800
Harold C. Walker Advertising	450,000	450,000
Allen, De St. Maurice & Spitz	450,000	250,000
Judd Advertising Co.	444,000	—
Ralph Hobbs Advertising	439,010	414,010
Mark Byron Inc.	435,000	250,000
Kennedy-Hannaford	415,400	240,280
John M. Alden Inc.	410,000	350,000
Gapstur Advertising	406,000	157,861
Webster/Harris/Welborn Advertising	401,838	394,380
Weston Associates	400,429	365,360
Charles F. Fry Advertising Associates	397,685	—
Fred R. Becker Advertising Agency	392,735	349,668
Arbogust Co.	388,200	349,732
M. L. Sampson Co.	381,530	328,543
Womack-Snelson Advertising	379,887	350,938
Chris Yaneff Ltd.	376,750	336,000
Winn-McLane Associates	372,200	182,000
Cappy Ricks & Associates	366,459	251,421
Ed St. Aubin Associates	363,240	229,801
Lookout Advertising Agency	360,103	322,867
Berghoff Associates	360,000	258,000
Andover Advertising Co.	358,410	219,700
Larry Raymond Co.	358,136	364,789
Tri-State Advertising Co.	357,313	329,502
Town Crier Agency	351,430	468,788
Lansdale Co.	350,000	—
Gramercy Advertising	350,000	227,000
Direct Advertising Co.	350,000	—
Read Brothers Advertising	348,000	333,000
Jere Bayard Advertising	343,100	299,600
Russell Kolburne	341,200	260,281
Wright Advertising Agency	329,700	289,000
Paul A. Fergus Co.	329,351	256,804
Maurice Paulsen Advertising	323,630	309,928
E. Taylor Wertheim	315,000	270,000
Ted Levy, Richard Lane & Co.	314,213	307,781
John Meck & Staff	310,000	225,000
R. S. Townsend	306,366	270,357
Robert Aronson Associates	305,284	—
Albert A. Kohler Co.	305,154	279,837
Jack Packard Co.	300,000	155,192
Consolidated Advertising Agency	300,000	145,000
William R. Williams Inc.	298,043	58,004
Schaffer, Lazarus & LaShay	298,040	—
Andrews Co.	295,300	245,110
R. C. Breth Inc.	292,105	287,269
Lloyd's of Bismarck	281,995	189,265
Millco Inc.	280,000	—
Albie Thomas Advertising	278,773	225,625
Lester Voorhees Co.	275,500	130,000
Ad Fried & Associates	275,000	220,000
Gardiner Advertising Agency	272,092	222,838
William E. Jary Co.	266,324	238,365
Douglas Advertising Agency	254,971	202,836
Aron & Shore Advertising	252,560	—
Arden Advertising Associates	250,055	—
Ellison L. Meier Advertising Agency	248,000	242,000
Lee S. Biespiel Advertising Agency	242,500	208,000
R. J. Petersen & Associates	240,000	75,000
Peitscher, Janda/Associates	238,000	—
Donald L. Arends Inc.	235,360	49,700
Allan Associates	235,000	195,000
L. J. Swan Advertising	230,000	180,000
Malcolm Advertising	230,000	170,000
Banning Repplier Advertising Agency	229,200	70,000
Raymond L. Lang Advertising	229,014	218,210
John Shrager Inc.	227,000	227,000
Keystone Advertising	225,000	250,000
Jack Mathis Advertising	225,000	225,000
Charles P. Thobae & Associates	220,368	194,000
Abrams & Bogue	219,000	—
Mellor Advertising Agency	218,394	167,970
Clint Leap Inc.	214,154	250,108
Advent Associates	209,565	—
E. L. Speer Advertising Agency	207,000	158,000
Carlson Advertising Co.	205,400	—
Ramsthal Advertising Agency	205,000	140,000
Clayton A. Stahlka Advertising Co.	203,000	—
Saunders Wilcox Bell Inc.	202,132	—
Lenhart & Co.	197,528	—
Leonard Davis Advertising	196,432	163,000
William D. Shumway Advertising	195,000	111,000
Food Research & Advertising	195,000	194,052
Patten Co.	193,272	127,432
Bentley, Barnes & Lynn	192,248	113,421
Gibbons Advertising Agency	192,000	—
Tames Advertising Agency	180,000	101,000
Madison Advertising Agency	175,000	—
Public Relations Associates	170,240	148,563
Oster Advertising Agency	170,000	120,000
M. B. Brucker Co.	164,000	137,700
Gordon Rosholt & Co.	162,588	95,072
Ken Fox Co.	155,953	101,223
C. Reimer Advertising	150,000	—
Shelton R. Houx	143,139	—
Mohawk Advertising Co.	141,679	73,198
International Advertising Co.	141,000	—
Morse Advertising Agency	136,690	126,020
Max Levine Agency	131,000	37,500
Gerald Keller Co.	125,000	107,500
Proctor Advertising Agency	122,500	117,000
Arthur Braitsch Advertising	121,681	154,000
Maynard L. Durham & Associates	121,290	—
Ray Thompson & Associates	121,000	66,000
R. J. McFarlin Co.	120,000	100,000
Merlo Co.	115,000	—
Herbert Joseph Co.	111,000	65,000
Arnie Matanky	110,470	104,950
Nelson Newmark Advertising	110,000	—
Phillips-Robbins Inc.	108,387	—
Hemsing Advertising	108,121	86,260
Byrum Advertising Agency	106,777	107,845
Herman J. Wibel	102,774	94,474
Advertising & Public Relations Consultants Inc.	102,335	—
Anderson Advertising Agency	101,020	120,005
Harper Co.	101,000	118,502
Steven-Bartingale & Associates	100,000	50,000
Brian E. Brown Advertising	100,000	—
Felt Advertising Inc.	99,000	—
Adrian E. Clark Jr.	96,577	63,021
MacLaughlin Advertising Agency	93,690	86,512
AD-ventures Inc.	90,000	—
Onofrio & Smith	81,350	—
C. F. Kern Advertising Agency	79,237	72,777
Brown, Friedman & Co.	76,672	—
Chesapeake Advertising	75,000	25,000
Lake Advertising	68,365	65,025
S. L. Althouse	66,000	88,135
H. I. Roberts Advertising	66,000	85,000
Root Advertising Agency	64,473	56,375
Agricultural Information Service	64,145	74,385
Robert E. Weissman Associates	62,350	—
Rex Farrall Inc.	60,593	59,606
Phil Bradley Advertising	60,000	60,000
Al Giesecke Advertising	57,000	50,000
Palmer N. Refsdal	56,760	54,000
Marketing Services Co.	55,025	—
Paul M. Miller Co.	55,000	40,000
Stewart Associates Advertising Agency	51,000	43,000
Ad-Art Associates	44,376	55,968
Studio Advertising Workshop	42,500	35,500
Howard-Edinberg Associates	28,834	—
Paul F. Etrick & Associates	23,313	7,533
James L. Smith	10,367	5,712
Saul Haupt Advertising	8,400	5,000
Technical Advertising Service	4,000	—

International Billings of Top U.S., Canadian Agencies

Rounded, usually, to the nearest $1,000,000 (000,000 omitted).

(Listings of account changes, media breakdowns, number of employes and other details for agencies in this group begin on Page 54.)

1959 Rank		1959	1958	1957	1956	1955	1954	1953	1952	1951	1950	1949	1948	1947
1.	J. Walter Thompson Co.	$101.0	$88.0	$80.0	$68.0	$55.0	$40.0	$30.0	$20.0	$20.0	—	$23.0	$23.0	$20.0
2.	McCann-Erickson	73.0	58.0	54.5	45.0	34.0	31.0	15.0	—	—	—	10.0	7.0	7.0
3.	Grant Advertising	59.6	59.9	53.0	46.0	38.0	29.2	26.8	29.3	21.1	18.5	17.5	15.0	10.0
4.	Young & Rubicam	35.0	32.0	30.0	19.0	16.0	14.0	10.0	—	4.0	—	—	—	2.0
5.	Erwin Wasey, Ruthrauff & Ryan	23.5	20.6	19.0	**19.0	17.5	14.5	—	—	—	—	—	4.0	3.0
6.	Foote, Cone & Belding	15.0	12.0	9.0	6.5	8.0	6.0	5.0	4.0	7.0	—	—	4.0	1.5
7.	Ted Bates & Co.	9.8	—	—	2.0	—	—	—	—	—	—	—	—	—
8.	Leo Burnett Co.	4.0	2.8	2.4	—	1.7	—	—	—	—	—	—	—	—
9.	Kenyon & Eckhardt	3.8	3.5	3.0	2.0	1.0	—	—	—	—	—	—	—	—
10.	Batten, Barton, Durstine & Osborn	1.5	1.6	1.3	1.0	—	—	—	—	—	—	—	—	—
11.	Norman, Craig & Kummel	1.5	0.2	—	—	1.8	—	—	—	—	—	—	—	—
12.	MacManus, John & Adams	0.9	—	—	—	—	—	—	—	—	—	—	—	—
13.	MacLaren Advertising Co.	—	0.3	0.3	0.4	0.3	—	0.4	0.4	—	—	—	—	—

**International billings of EWRR for 1956 and earlier years were billed by Erwin, Wasey & Co. before it merged with Ruthrauff & Ryan in 1957.

New York is the fun of a new bauble.
New York is the comfort of an old shoe. New
York is everything that keeps 5 million families stirring–
growing, needing, wanting, buying. New York
is The New York Times. New Yorkers live by it.
It serves them with the most news.
It sells them with the most advertising.

Billings of 121 Foreign Agencies

(Listings of account changes, media breakdowns, number of employes and other details for agencies in the group begin on Page 174.)

Agency	1959	1958
Dentsu Advertising	$123,598,791	$101,297,541
Colman, Prentis & Varley	44,450,000	39,200,000
S. H. Benson Ltd.	39,000,000	32,000,000
London Press Exchange	36,157,000	32,425,000
J. Walter Thompson Co. Britain	*37,000,000	*32,000,000
Mather & Crowther	21,800,000	*20,000,000
Masius & Ferguson	21,723,240	15,461,600
Erwin Wasey, Ruthrauff & Ryan Britain	19,800,000	15,600,000
Young & Rubicam Britain	*15,400,000	*14,000,000
African Amalgamated Advertising	14,372,274	14,375,541
McCann-Erickson Britain	14,314,818	14,799,813
G. S. Royds Ltd.	13,425,000	2,425,000
W. S. Crawford Ltd.	*13,160,000	*10,360,000
Crane Publicity Ltd.	13,160,000	10,360,000
Foote, Cone & Belding Britain	12,180,000	10,136,000
Publicis S.A.	12,000,000	10,000,000
F. C. Pritchard Wood & Partners	10,640,000	9,800,000
Service Advertising	10,498,000	8,700,000
Werbeagentur Dr. Hegemann	9,525,000	6,000,000
Carl Gabler Werbegesiellschaft	9,500,000	7,080,000
Wilh. Anderssons Annonsbyra	9,192,100	7,689,700
George Patterson Pty.	9,149,490	7,627,577
Synergie Publicite et Propagande	8,600,000	8,000,000
Gumaelius Advg. Agency	8,500,000	8,000,000
AB Svenska Telegrambyran	8,500,000	8,000,000
Dorland Advg. Britain	*8,400,000	*6,440,000
Elvinger S.A.	8,000,000	7,000,000
Danis Publicidad Technica	8,000,000	5,620,000
Hobson, Bates & Partners	7,840,000	6,160,000
Troost Werbeagentur	7,740,000	5,120,000
Greenlys Ltd.	7,700,000	6,550,000
Alfred Pemberton Ltd.	7,636,000	5,564,000
Osborne-Peacock Co.	7,535,850	*6,000,000
Agence Yves Alexandre Publicite	7,342,900	6,702,100
Dolan, Ducker, Whitecombe & Stewart	7,250,000	5,200,000
Notley Advertising	6,785,856	4,920,000
Tessab Annonsbyra	6,616,664	4,571,648
S. E. Peacock Ltd.	6,150,000	3,640,000
CPV Italiana	6,000,000	—
Lambe & Robinson-Benton & Bowles	*6,000,000	*5,500,000
Everett's Advertising	5,262,000	4,633,000
Noble Advertising	5,194,400	4,000,000
SIRPI	5,152,000	4,636,800
Samson Clark & Co.	*5,040,000	†4,542,000
S. T. Garland Advertising	5,025,000	†3,600,000
Prad/Interad	5,021,000	3,912,160
Agence Francaise de Propagande	5,010,000	3,733,600
C. Vernon & Sons	5,000,000	*2,800,000
Saward, Baker & Co.	4,980,000	4,429,000
Dr. Rudolf Farner Advg.	4,835,000	4,030,000
Clifford, Bloxham & Partners	4,710,200	3,746,600
Promos Publicite	4,500,000	3,000,000
Kyodo Advertising	4,500,000	4,100,000
Legget Nicholson & Partners	4,500,000	3,080,000
Chas. F. Higham Ltd.	4,200,000	*3,360,000
Rumble, Crowther & Nicholas	*4,200,000	†4,000,000
T. B. Browne Ltd.	*4,000,000	*3,030,000
Briggs, Canny, James & Paramor	4,000,000	—
Napper, Stinton & Wolley	*4,000,000	†3,500,000
Almanna Annonsbyran	4,000,000	3,550,000
Willing's Press Service	3,882,500	3,506,700
Allardyce Palmer Ltd.	3,875,000	3,280,000
E. Lindsay Smithers (Pty.)	3,750,000	3,300,000
Van Maanen's Avg. Agency	3,500,000	2,700,000
Smith's Advertising Agency	3,500,000	—
Robert Freeman Co.	3,500,000	2,520,000
Alfred Bates & Son	3,500,000	3,360,000
CID S.A., Barcelona	3,165,000	2,780,000
Omnia Publicita	2,560,000	2,160,000
Dorland S.A.	2,560,000	2,120,000
Gunther & Back	2,500,000	2,200,000
Forenede Annonsebyraer	2,400,000	2,150,000
Nederlands Reclame-Adviesbureau Bauduin	2,250,000	—
H. V. R. Advertising	2,250,000	—
Noel Paton-Warwick Advertising Services	2,250,000	2,035,000
F. John Roe Ltd.	2,240,000	1,960,000
Publicontrol S.A.	2,160,000	1,872,000
Sanshodo Advg. Agency	2,000,000	1,870,000
Publicite Vanypeco	2,126,647	1,993,592
John Clemenger Pty.	2,000,000	—
Arks Publicity	1,960,000	—
Hakuhodo Adv. Agency	1,945,000	1,389,000
Bodden & Dechy Advertising Agency	1,905,000	1,580,000
Rodney H. Evans Advsg.	1,789,590	1,584,220
Sven Rygaards Annonsbyra	1,750,000	1,600,000
E.D.I.P.	1,740,000	1,720,000
Van Hess Vettewinkel	1,630,000	1,190,000
Alfsen & Becker	1,575,300	1,215,300
Soria, Ruiz y Cia.	1,200,000	1,400,000
Publicidad Salas	1,250,000	1,200,000
Publi-Synthese & R. L. Dupuy	1,100,000	850,000
Philprom Inc.	1,100,000	985,000
Publicidad Novas	1,083,333	750,000
Greca A. Skylitizis	988,000	878,000
Hugh Berry Co.	925,000	900,000
Kenyon & Eckhardt de Mexico	900,000	480,000
Publicidad Fergo-Arregui	887,920	807,670
Publicidad General	880,000	590,000
Sobhon Advertising	854,440	726,200
Dorland Belgium	820,000	680,000
F. Gross Publicidad	800,000	850,000
Ruescas Publicidad	790,000	625,000
Bo Eriksson Annonsbyra	780,000	—
Tal & Ariely	775,000	585,000
Falcon Advertising Agency	742,130	524,394
Al Clark Advertising	703,200	554,150
Publicitas Webeges Elschaft	650,000	525,000
Hellenic Advertising	645,000	395,000
Trygve Dalseg & Co.	615,000	435,000
Frits van Alphen Reclamebureau	600,000	600,000
A/S D.E.A. Reklamebureau for Danske Erhverv	583,153	519,463
Domas Ltd.	510,000	399,000
Ulrichs Reklamebureau	500,000	460,000
Alector Advg. Agency	450,000	365,000
National Advertising Service Private	420,000	330,000
Marechal & Goffoy	410,000	275,000
Plans S.A.	360,000	200,000
Clarin Publicidad e Iniciativas, S.A.	350,000	400,000
Ante Lucem Ltd.	260,000	250,000
S. U. R. Publicidad	200,000	240,000
Oriental Advg. Agency	132,950	66,503

***Estimated by AA. †Revised AA estimate.**

(Continued from Page 54)

ald C. Bradley, Herbert G. Drake, Thomas J. Carnese, Edward A. Grey, William A. O. Gross, William E. Hatch, Walter W. McKee, Dan Rodgers and Allen M. Whitlock. Bates' forecast for '60 is "up."

Batten, Barton, Durstine & Osborn, New York, billed $216,000,000 in 1959, of which $7,000,000 represented capitalized fees, and $1,500,000 was billed abroad. In 1958, comparable figures were $208,700,000, $6,500,000 and $1,600,000.

It was a mixed year on the account side; BBDO was named to handle Chrysler's Valiant, which may bill as much as $15,000,000 in its introduction; also added were New York Racing Assn., Gallo winery, Pan American Coffee Bureau, the *Boston Globe*, Chun King Products, New York State Department of Commerce, Columbia Broadcasting System, Minnesota Wollen Co., Tupperware, Wesco Paints Ltd., Eastco and Houdaille Industries.

Among the clients leaving the BBDO roster: VCA Laboratories, Wildroot (after the company was acquired by Colgate, and because BBDO had Lever business), McCullogh Corp., Bristol-Myers' Ban, Eagle Pencil, American Broadcasting Co. (conflict with CBS), American Hygienic Corp., Daystrom Furniture, Schmidt Brewing Co., Schenley Industries, and Hat Corp. of America. Also lost were the shrinking American Institute of Men's and Boys' Wear, American Home Foods mashed banana products, and the international account of E. I. du Pont de Nemours & Co.

BBDO's billings were invested as follows: 20% in newspapers, 25% in magazines, 5% in radio, 35% in television, 10% in production and 5% in all other media.

BBDO has 2,100 employes in 17 offices. Among the personnel changes of the year: Ben Gedalecia resigned as vp in charge of research to join McCann-Erickson; J. Davis Danforth, one of the three exec vps of the agency, announced his retirement, effective Jan. 1, after 35 years at BBDO; Paul Freyd was moved to director of marketing, succeeding Ralph Head, resigned; Norman Carey was named vp and creative director of West Coast operations; William R. Gillen, a Chicago vp, was shifted to New York as assistant to the president. The agency's media section in New York was revamped, with the addition of six associate media directors and nine buyers, and a media plans board was created. Later Fred Barrett announced his resignation as vp and media director. The agency's forecast for 1960 billing is up 6%.

Benton & Bowles, New York, billed $109,000,000 in 1959, compared with the $103,000,000 billed in 1958. In both years, Canadian billing was about $1,000,000. Neither year includes the $5-6,000,000 billed by Lambe & Robinson-Benton & Bowles in the United Kingdom.

During the year B&B acquired the Savings Banks Assn., Procter & Gamble's Fluffo, and the travel, foreign freight and field warehousing portions of the American Express account. It was also named to handle Shulton Desert Dri deodorant, and a new product assignment, Columbia Records, and two new Gaines products from General Foods, plus a new coffee assignment. It "mutually terminated" its relationship with Eversharp Pen, and GF moved Maxwell House regular to Ogilvy, Benson & Mather.

Media breakdown: television 67%, magazines and supplements 22%, newspapers 8%, radio, outdoor, and "other" 1% each. The agency has 1,015 employes in two offices.

During the year, B&B moved to strengthen its creative department with the addition of Robert Pliskin, ex-McCann-Erickson, as vp in charge of art, Alfred Goldman, ex-Reach, McClinton, as vp and associate creative director; boosted Jean Brown, Leo Higdon and Bernard Lubar to creative supervisor, and named Jeremiah C. Harmon a copy group head. C. A. Pooler, senior vp, was placed in charge of international operations, and Townsend Griffin was sent to London as resident director of Lambe & Robinson-Benton & Bowles, succeeding George Beaumont, who shifted to the Dorland Agency affiliate in Paris and Brussels.

Thomas J. McDermott resigned as senior vp in charge of tv-radio programming to join Four Star Films as exec vp; he was replaced by Oliver Barbour, who was succeeded as vp and tv programming director by Grant Tinker. Larry White resigned as director of programming. David G. Watrous returned to Tatham-Laird; Otto Prochazka, a creative supervisor, joined Compton; Don Weill, drug and toiletries veteran, joined D'Arcy; and Philip Bottfeld, account executive, left to set up his own company. Benton & Bowles estimates that 1960 volume will be about like 1959.

D. P. Brother & Co., Detroit, billed an estimated $31,200,000 in 1959, up from an estimated $28,000,000 in 1958. Its billing, as usual, reflects the volume of the General Motors accounts which make up the bulk of its client list. In 1959 Oldsmobile did well. It also added an important new account—Service Section—Guardian maintenance division of General Motors. Brother has 209 employes, and estimates billing will be up 15% in 1960.

Leo Burnett Co., Chicago, billed $114,612,000 in 1959, of which $1,965,000 represented capitalized fees and $4,092,000 was billed abroad. In 1958, comparable figures were $101,571,000, $3,058,000 and $2,845-600.

For Burnett, it was a relatively

SURE, WE'RE CROWING! BECAUSE THE

FORT WORTH STAR-TELEGRAM IS

6th in the nation in ROP COLOR

and, of course, 1st in Texas!

Add ROP COLOR seven days a week in a finely edited newspaper with coverage daily and Sunday in a high-income market and you have a sure-fire method of securing maximum sales. Over 86.5% of Metropolitan Fort Worth homes subscribe daily (M & E) to the Fort Worth Star-Telegram and 66.7% on Sunday. Place YOUR color ads in the most COLOR-FULL newspaper in Texas . . . the . . .

FORT WORTH STAR-TELEGRAM

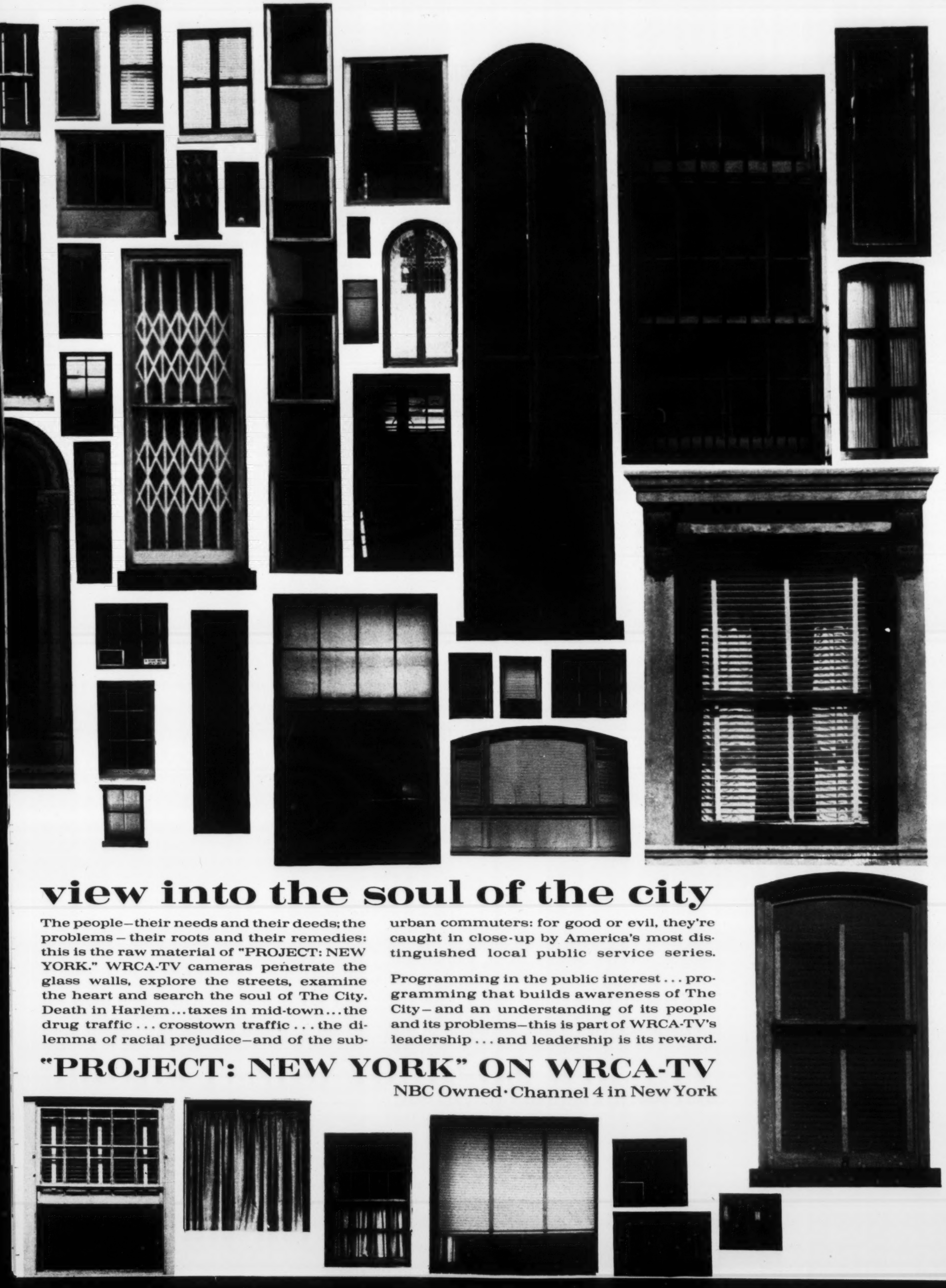
AMON G. CARTER, Jr., President and National Advertising Director

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests

"Just a good newspaper"

Place Your ROP Color Advertising in the most Color-Full newspaper in Texas!



view into the soul of the city

The people—their needs and their deeds; the problems—their roots and their remedies: this is the raw material of "PROJECT: NEW YORK." WRCA-TV cameras penetrate the glass walls, explore the streets, examine the heart and search the soul of The City. Death in Harlem... taxes in mid-town... the drug traffic... crosstown traffic... the dilemma of racial prejudice—and of the sub-urban commuters: for good or evil, they're caught in close-up by America's most distinguished local public service series.

Programming in the public interest... programming that builds awareness of The City—and an understanding of its people and its problems—this is part of WRCA-TV's leadership... and leadership is its reward.

"PROJECT: NEW YORK" ON WRCA-TV

NBC Owned · Channel 4 in New York

1 RADIO ENTITY WITH
8 TRANSMITTERS
the GAIN in MAINE is plainly on LOBSTERADIO
Total impact for total product distribution or tailored market flexibility.
Lobsteradio (By Market Size)
Portland Bangor Lewiston
Caribou Waterville Augusta
Sanford Rumford
REPRESENTED BY:
For full details contact:
NEW YORK: Richard O'Connell, Inc.
BOSTON: Harry Wheeler Company
CHICAGO–DETROIT–WEST COAST: Daren F. McGavren Co., Inc.
Executive Offices: Columbia Hotel, Portland, Maine Tel. SPruce 5–2336

Even the moon is within reach of WMAQ's Sound of the Sixties...the new concept in sound that brings the Chicago area buying audience the programming it wants. Timely, knowing local news...the latest word on international affairs...up-to-the-minute traffic, transportation, and weather information...the newest beeps from outer space...tunes and rhythms of grown-up music. Here's programming an adult, buying audience prefers. Chicago is tuned to the Sound of the Sixties!
OUTER DRIVE TO OUTER SPACE
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MILES
WMAQ • NBC OWNED • 670 IN CHICAGO • SOLD BY NBC SPOT SALES

quiet new business year: It added Chas. Pfizer & Co.'s family products division's Acnecare; it already had Candettes lozenges and K Kids vitamins. In Canada it added Salada-Shirriff-Horsey (about $1,500,000), Green Giant of Canada, and Ovaltine Food Products Co. It lost Bissell Carpet Sweeper Co. in mid-year.

Media breakdown: television 49.7%, magazines 18.5%, newspapers 10.7%, supplements 7.4%, radio 2.4%, outdoor 4%, business papers 0.8%, farm publications 1.2%, and A.&M. production and miscellaneous, 5.3%. It has 881 employes in six offices.

During the year it opened a new office in Montreal, headed by John LaChance, who became French marketing supervisor. Eldon M. (Hubie) Sinclair became president of the Canadian company, succeeding Richard N. Heath, now executive committee chairman.

Among additions to the agency: Otis L. Wiese, former publisher of *McCall's*, as a member of the creative review board; Louis F. (Fritz) Ohliger, who returned to Burnett as vp and marketing supervisor after several years with Fitzgerald Advertising Agency as vp and account executive on Wesson oil; Lewis Snyder, vp and copy group head at J. Walter Thompson Co., and Hooper White, JWT commercial tv producer; and Allen H. Center, formerly with Motorola, who joined Burnett as vp for public relations. George F. Stege Jr., vp and drug merchandising expert, retired and Douglas Burch, media director, quit to join Reach, McClinton & Co., New York.

Burnett thinks 1960 volume will be about like 1959's.

Campbell-Ewald Co., Detroit, billed an estimated $85,000,000 in 1959, up from the $80,000,000 estimated in 1958.

During the year it added General Motors' new compact car, the Corvair from the Chevrolet division; it added four divisions of United Aircraft (Pratt & Whitney, Sikorsky Helicopter, International division, and Space & Missile division) billing around $1,500,000; and Swissair North American (involving $250,000 in billing). It added Firestone Rubber & Latex Products Co., the foam rubber end of Firestone. It lost Hertz Rent-A-Car, on which billings ran close to $4,000,000.

Its media breakdown remained the same as last year—about 65-70% in print, about 30-35% in broadcast, although the broadcast billing of the agency rose about 15%.

It has 711 employes, the same number reported in 1959, and during the year shifted responsibility in both creative and administrative departments. In creative, W. B. (Pete) Booth, copy director, became vp and creative director for copy, with James N. Hastings, formerly art director, getting similar responsibilities for art; Clifford Wesenberg, formerly with American Motors, joined as administrative coordinator of copy and art. In administration, Vincent R. Bliss, former president of Earl Ludgin & Co., Chicago, joined C-E as vp and assistant to president Tom Adams, with responsibility for C-E branch office services; George W. Davis was put in charge of General Motors accounts other than Chevrolet, and Clyde Bennett, formerly C-E account exec on United Motors Service division of GM, succeeded Mr. Davis as account supervisor on UMS.

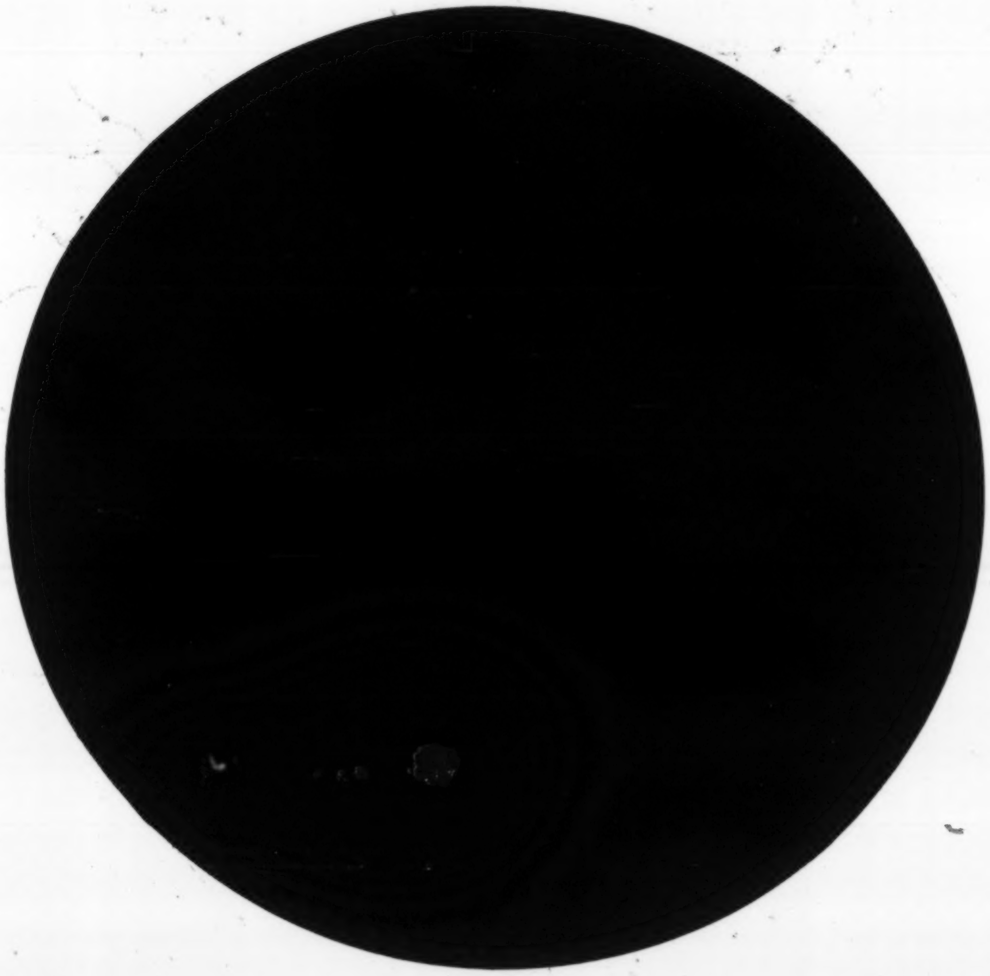
Campbell-Ewald estimates billings will be up 5 to 10% in 1960.

Campbell-Mithun, headquarters Minneapolis, billed $43,000,000, of which $3,000,000 represented capitalized fees. In 1958, comparable figures were $39,000,000 and $3,000,000.

The agency had a good new business year, adding two new Kroger divisions, Scudder Food Products, McCulloch Corp.'s marine division, Our Own Hardware, and D. W. Onan & Sons. It lost Charmin Paper Mills, a Procter & Gamble subsidiary. Media breakdown: newspapers 20%, magazines (including supplements, business papers and farm publications) 16%, radio 10%, television 35%, outdoor 5%, point of sale and production 12%, and "other" 2%. Campbell-Mithun has 427 employes in four offices. E. W. Turner, vp and creative director, was moved to Chicago to strengthen the creative staff of an office which now handles $12,000,000 in billing and has 115 employes. George P. MacGregor left to join Jos. E. Seagram & Sons as vp of advertising and merchandising. It estimates 1960 volume will be up 10%.

Cockfield, Brown & Co., headquarters Montreal, billed $27,500,000 in 1959, of which $2,790,500 represented capitalized fees. In 1958, comparable figures were $26,071,000 and $1,804,500.

The agency added Crown Zellerbach Canada Ltd., Cyanamid of Canada's laminated plastics division, and Ford of Canada's British-built cars and Lincoln and Taunus. Also added: Cemp Investments Ltd. (public relations advertising), Foundation Co. of Canada, Station CJOB, Molson's Capilano brewery, Congoleum Nairn (U. S.), John Inglis Co., Peace River Power De-



Advertising impact
is greater when you
add the impact of
FORTUNE

velopment, Heublein Co., Seabreeze Mfg. Co., Allan Lyone Ltd., Babcock Wilcox-Goldie McCulloch, Oil Heating Assn., Louis Garfinkel & Co., Meagher Bros., Powell River Paper Co., French Line, Henry Birks & Sons, Trans-Canada Telephone System, Prince Edward Hotel (A-T Hotels), L. E. Waterman Pen Co.—the last five, except the hotel, effective in 1960.

It lost A. V. Roe Ltd. (public relations), Webb & Knapp (Canada) advertising, Canadiac Development Corp., Manitoba Dept. of Industry & Commerce and View-master (Canada).

Media breakdown: newspapers 36%, magazines 11%, supplements 6%, radio 10%, television 18%, outdoor 3%, business papers 5%, farm publications 3%, transit 1%, and point of sale 7%. The agency has 451 employes in four offices. It estimates 1960 volume up 5%.

Compton Advertising, New York, billed $78,000,000 in 1959, of which $1,150,000 represented capitalized fees. The 1959 figures include the retroactive merger with Baker, Tilden, Bolgard & Barger, which was not consummated until the first week in February, but which reverted to the Chicago agency's fiscal year. In 1958, Compton billed $75,200,000, of which $200,000 represented capitalized fees.

The agency had a mixed business year. It added Eversharp division of Parker Pen; Fleischmann Distilling's Black & White scotch, Daviess County Bourbon, Old Medley bourbon, Churchill '88; Cunard Steamship Lines; New York Stock Exchange; Chase Manhattan Bank; Chesebrough-Pond's Seaforth and Pertussin lines; Allied Record Mfg.'s Research & Engineering division; D-K International Sales Corp.; LaLanne Inc. Bunn Capitol Co.; Otoe Food Products; Schulze & Burch Biscuit Co.; Guild Wine Co.; Roos/Atkins; Regan Industries and Quaker Oats Co. cereals. It got new product assignments from Procter & Gamble and Scott Paper Co.

It resigned Allis-Chalmers Mfg. Co. and Standard Brands' Chase & Sanborn coffees. It lost G. Heileman Brewing, three Glenmore Distillers brands (to make way for Fleischmann), Ruppert Brewing; Butter-Nut and Holsum bread divisions of Langendorf United Bakeries; and P&G transferred Ivory Flakes to Grey. BTB&B lost the $1,500,000 Oscar Mayer account during the year.

Media breakdown: television 61%, newspapers and supplements 11%, magazines, farm and business papers 20%, radio 3%, outdoor 1%, print production 4%. Compton has 783 employes in four offices, and closed in Portland and Milwaukee during the year.

During the year it added three executives who were shortly followed by accounts on which they had worked at their former agencies: M. E. (Mike) Carlock (N.Y. Stock Exchange); James Kelly (Cunard Steamship Co.); Anderson Hewitt (Chase Manhattan Bank). Mr. Carlock joined Compton as a vp; Mr. Kelly as vp and creative group head; Mr. Hewitt as senior vp, board member and member of the administrative committee.

When Alfred J. Seaman left to join Sullivan, Stauffer, Colwell & Bayles as vice-chairman, Compton reorganized its creative department with Wilson A. Shelton as senior vp and creative director, Frank Snell as vp and business manager of the creative department. Later a creative board was formed with Clifford Dillon as chairman.

Otto Prochazka, formerly with Benton & Bowles, joined as vp and creative director. Raymond F. Gomber, Milwaukee manager, was shifted to Chicago to head a midwest industrial division; Lawrence Holmberg resigned as Chicago manager to form his own agency, and was succeeded by E. Dean Landis, vp of midwestern operations.

In the West, Norman Cary, formerly with BBDO in New York, was named vp and creative director to coordinate creative staff work in the West Coast offices. Thomas Santacroce, merchandising executive and onetime West Coast manager, left to join J. Walter Thompson Co.; Emile Frisard, vp and creative director, joined Lennen & Newell; Olin A. Saunders resigned as vp and director, now works with John Orr Young. Harry D. Barger left BTB&B to join Wilson & Co. as advertising manager. E. Graham Nickerson, vp and assistant to Compton's president, died in May. Compton's estimate for 1960 volume is up 5%.

Cunningham & Walsh, New York, billed $54,200,000 in 1959, up from $51,400,000 in 1958.

It had a good new business year:

why . . . if you sell the church market . . .

AREN'T YOU IN THIS POWERFUL ADVERTISING MEDIUM?

It's *big*, it's *influential*, it has that all-important *plus* so helpful to the advertiser—READER CONFIDENCE! Edited specifically for the conservative Protestant field, M/M gives your selling message a friendly introduction to key people in more than 60,000 churches and in approximately 100,000 homes.

Moody Monthly
NOW IN ITS 60th year!
Lawrence Zeltner
Adv. Mgr.

MOODY MONTHLY • 820 N. LaSalle Street • Chicago 10, Illinois

RAINS
HERALD EXPRESS
So. Cal.
SUNSET

BOY + KITE = high-flying adventure in the marvelous world of make-believe. *But there's no make-believe when Los Angeles' top ten† VOLUME retailers buy newspapers!* In the evening, their *first* choice,* *by far*, is the Herald-Express, because . . . .

†Names upon request. *SOURCE: Media Records, 1959.

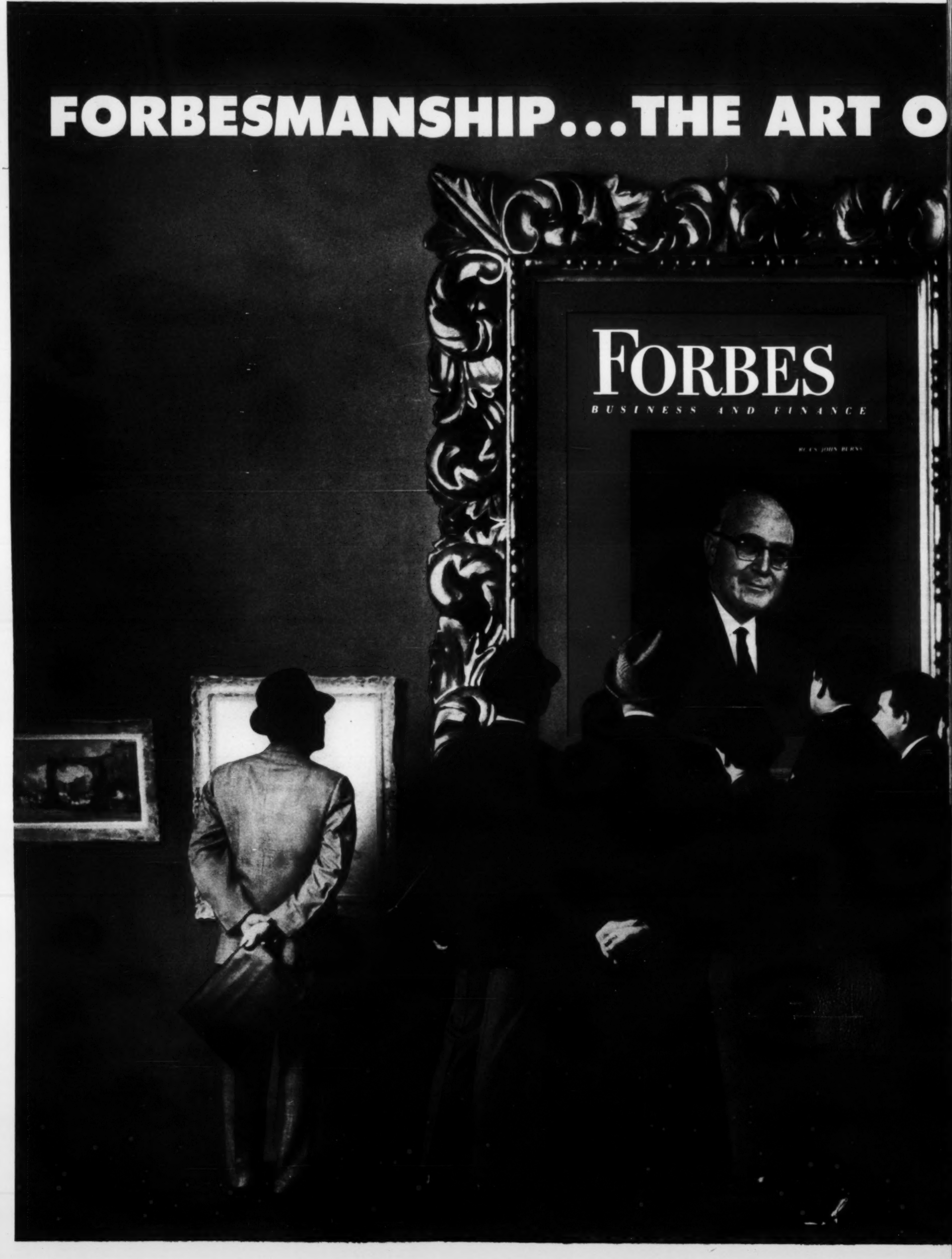
✓ ***THE LARGEST!***
Yes. The largest evening circulation in Western America. 355,764* Net Paid! 52,047 MORE than the other evening newspaper!

✓ ***THE BEST!***
Yes. Concentrated coverage of Los Angeles County, which accounts for more than 90% of the Metropolitan Area's Retail Sales!

✓ ***THE EXCLUSIVE!***
Yes. 75 per cent of the Herald-Express' circulation is unduplicated by any other metropolitan paper!

*SOURCES: ABC, Sales Management & Top Ten Brands Report.

Los Angeles Evening
HERALD-EXPRESS
"Largest Evening Newspaper in Western America"
Represented Nationally by Moloney, Regan & Schmitt, Inc.


FORBESMANSHIP...THE ART O
FORBES
BUSINESS AND FINANCE
RCA'S JOHN BURNS

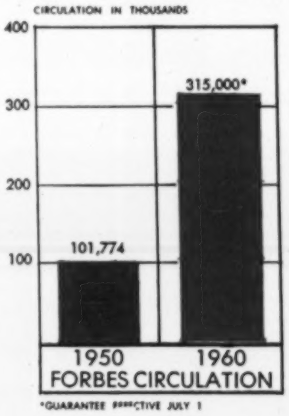
F ATTRACTING BIG ATTENTION

Is your advertising to top management as effective as it could be? Be honest with yourself. When's the last time you took a long, hard look at the dynamic changes in the business-management magazine field? If you've overlooked Forbes better check your own clients, because...

YOUR CLIENTS AND THEIR CUSTOMERS READ FORBES!

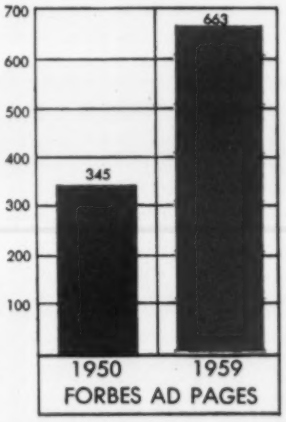
It isn't just how many—it's *who!* Go ahead, ask your clients. Make a quick spot survey of the President and his executive staff. Check their Board of Directors. Dollars to doughnuts they read Forbes. And we mean *read* it! They don't have to wade through a mass of copy and advertising that has no real interest for them. Forbes gives them the important facts on business in a crisp, keen, lively format that's edited for top management men whose time is money. They read Forbes eagerly, attentively, thoroughly, regularly.

FORBES CIRCULATION HAS TRIPLED SINCE 1950!



Want to play the numbers game? Right now Forbes delivers 310,000 circulation. In July Forbes will guarantee 315,000. That's three times the circulation of only 10 years ago—a rate of growth that outstrips any other book in the field—this despite three subscription price increases! Compare the three leaders; on sheer numbers alone there's little choice. Forbes new guarantee is less than 5% below Fortune's July rate base of 330,000; less than 10% below Business Week's 342,000.

FORBES AD PAGES HAVE ALMOST DOUBLED SINCE 1950!



Somebody sure knows Forbes is hot! Look at the record. In ten years Forbes has practically doubled its ad pages. Leaf through a copy. Look at the big business advertisers who are getting bigger visibility, bigger importance, bigger attention for their ads—because their agencies have spotted the tremendous power potential in Forbes. Yet the majority of agency men haven't realized this, until now. Your clients depend on you. That's why you ought to know more about Forbes... and FORBESMANSHIP.

FORBESMANSHIP...THE ART OF SELLING BIG BUSINESS!

To sell big business you've got to think big business as Forbes does, understand big business as Forbes does and attract businessmen as Forbes does. And Forbes does it like nobody else. The payoff is evident in Forbes' growth. Admit it. Isn't there just the slightest chance you may be missing the boat on the most important growth story in the business-management field? It's so easy to climb aboard. Call Pete Rees at OR 5-7500. Or ask to see your own Forbes representative. They'll be happy to put FORBESMANSHIP to work for you.

FORBES MAGAZINE • 70 FIFTH AVENUE • NEW YORK 11, N. Y.

Forbes Representatives — Chicago: 360 No. Michigan Ave. **Cleveland:** 562 Hanna Bldg. **Dallas:** 1416 Commerce St. **Los Angeles:** The Menne Co., 711 S. Vermont Ave. **San Francisco:** The Menne Co., 114 Sansome St.

Johns-Manville Corp. returned after 31 years; Watchmakers of Switzerland, "21" Brands; the bakery division of American Machine & Foundry; American Silicone Co.; Sonny Boy Co.; San Francisco Ballet Co.; College Inn Products; Revell Inc.; and American Home Products' Boyle-Midway products.

Cunningham resigned Colgate-Palmolive's Super Suds, lost Chase Manhattan Bank retail; Narragansett Brewing; *New York Daily News;* Universal Pictures; Wheatena Corp.; Everest Records; Stephan Distributing Corp.; Potter & Brumfield subsidiary of AMF; Pharma-Craft's Coldene stick; and B. F. Goodrich's Texfoam sponge products division.

Media breakdown: radio and television 42.79%; magazines 33.44%; newspapers 12.87%; fees 5.4%; outdoor 5.39%; and miscellaneous 0.11%. The agency has 534 employes in six offices.

During the year Edward H. Calhoun was named senior vp and director of marketing services, replacing John H. Childs, who joined client Texaco as advertising manager. William B. Templeton was named vp in charge of radio and tv, succeeding Edward H. Mahoney, who resigned. Four new senior vps were named: Anthony C. Chevins, Joseph D. Nelson Jr., Shelton Weeks, and Carl W. Nichols Jr.

On the West Coast, Robert W. Dailey was named exec vp for the Coast and general manager of San Francisco, succeeding Jerome J. Cowen, who returned to New York; Robert Brishcher, senior vp, was named to assist Mr. Dailey; Stanley Peterson was named vp to direct marketing planning and John B. McLaughlin, ex-Kraft and Purex, was named vp and director of marketing in San Francisco. Reginald W. Twiggs was named to head the Los Angeles office, and Marshal Kissel was named Chicago director of marketing. Senior vp John S. Williams left the agency, as did William J. Peterson, Arthur P. Felton, Richard Mann, William B. Bunn, and C. B. Straus Jr. William King Pehlert, vp, died in April. C&W anticipates a 10% gain in 1960.

Dancer-Fitzgerald-Sample, New York, billed $92,000,000 in 1959, up from $81,000,000 in 1958.

It had a good new business year, adding California Bankers Assn., California Cantaloupe Advisory Board, Hi-C division of Minute Maid Corp., Spice Islands Co., Leslie Salt Co., national and regional advertising for Fritos corn chips; the Ekco-Autoyre division of Ekco Products Co. It picked up Charmin Paper Products' (P&G subsidiary) White Cloud bathroom tissue, and other new P&G product assignments; Best Foods' Nucoa; and General Mills' Kix, Trix, Jets and new products. It lost Nestle's Decaf and instant tea and Maggi soups; Cory Corp.; Daniel Green Slipper Co.; General Mills' Betty Crocker pancake mix; and resigned Guild Wine.

Media breakdown was about the same as last year: 65% broadcast, 35% print, with broadcast split 55%-10% between tv and radio. DFS has 700 employes in six offices.

During the year it set up a seven-man committee to run the agency, headed by Lyndon O. Brown as senior vp and presiding officer, and composed of Clifford L. Fitzgerald, president, Chester T. Birch, exec vp, Sidney J. Hamilton, Gordon H. Johnson, and George G. Tommey, senior vps, and Fred T. Leighty, vp and secretary. Paul Newman, formerly with MacManus, John & Adams as head of creative services, joined as vp and account executive on L&M cigarets; Frances Rutland, formerly with Compton, joined as copy supervisor; Frank M. Leonard, formerly with Campbell-Ewald Co., as public relations director.

D'Arcy Advertising Co., St. Louis, billed an estimated $73,000,000 in 1959, up substantially from the $56,000,000 estimated in 1958. These figures do not include D'Arcy operations in Mexico and Canada. This growth—more than 30%—represents first full-year billings on D'Arcy's substantial new business acquisitions of 1958.

Among its acquisitions during 1959: Carter Carburetor division of ACF Industries, Linco Distributing Corp. when Climalene Co. (a D'Arcy client) bought Linco; the low-price Sovereign line of Benrus Watch Co.; DKW, a German car associated with Daimler-Benz, a move which consolidated the Studebaker-Mercedes-Benz business at D'Arcy; Town & Country shoes; and JFG Coffee Co. It lost Top-Wip, a subsidiary of Reddi-Wip, and later resigned Reddi-Wip.

Its media breakdown was about the same as last year—around 34% in radio and television, about 17% in outdoor, the remainder divided among media. D'Arcy has 700 employes in ten offices.

It still makes the point that 50% of its billing comes from accounts which have been with the agency 20 or more years. During the last few years it has achieved a considerable diversification of accounts, and claims to have been relatively idle in New York on new business, during a 12-month digestive period while it absorbed the 1958 business.

Among the significant changes of last year in personnel: Frank C. Weber was named exec vp of D'Arcy and supervised D'Arcy marketing operations, as well as the Studebaker and Royal Crown Cola account groups; Don Weill, formerly a vp and plans board member with Benton & Bowles, joined the agency as vp in charge of toiletries accounts; Glen W. Fortinberry, former assistant to the president of Maxon Inc., Detroit, joined D'Arcy as vp in Houston. Dean G. Coyle, vp and art director, died in October.

Doherty, Clifford, Steers & Shenfield, New York, billed $25,400,000 in 1959, up from $23,200,000 in 1958. It had a notable new business year in the cosmetic, drug and alcoholic beverage businesses. It added Northam Warren Corp. (Cutex), Noxzema Chemical's Memo and Nozain, Shulton's 3-Way Curl Spray, General Wine & Spirits' Wolfschmidt vodka and Myers rum, and Calvert Distillers' Carstairs, and Narragansett Brewing Co. and Geo. Wiedemann Brewing Co. It lost Fluffy instant potatoes in September, and Pharmaco's Feen-A-Mint, Chooz, Correctol and Regutol.

Media breakdown: broadcast 58.1%, all other media 41.9%. The agency has 272 employes in two offices. Among the significant personnel changes of the year:

The Charleston Gazette

Charleston Takes Rank as
Lab to Develop New Prod

DuPont's Belle Plant Yields Steady Stream of New Items

E. I. duPont deNemours & Co. began operations here in 1925. They named their plant simply "Belle Ammonia Works." The original plant was designed to produce a single product—anhydrous ammonia. The first ammonia was made on April 1, 1926.

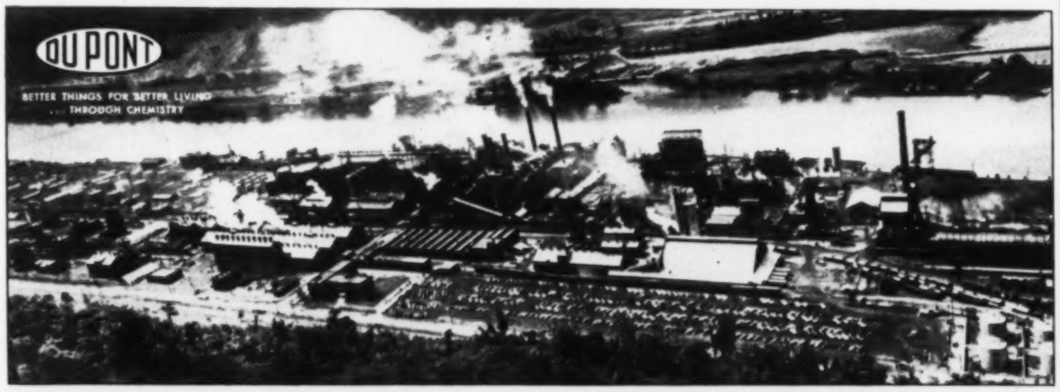
Taking things chronologically after that, fertilizers began coming from the Belle plant in the early 30's. Nylon raw materials in 1939. Plastics from polyethylene followed. And the plant was the first to make components for Lucite, acrylic resins for long lasting paints and varnishes. Now, a new unit is planned to produce methyalmines.

DuPont works from natural gas which provides what they term their basic "building blocks"—nitrogen, hydrogen, carbon monoxide and carbon dioxide.

Natural gas processed at Belle is sufficient to supply a city of 200,000 population.

Most of Belle's products are not finished products. They must move on to other companies or other duPont plants for further processing before they appear on market shelves as ingredients of plastic products, nylon cloth, clothing, lacquers, paints, stains, pharmaceuticals, insecticides, weed killers, etc.

Expansion has been constant over the years at this duPont plant. Their slogan best describes their aims and objectives — "Better Things for Better Living Through Chemistry."



DuPont Finds "Better Things" Here

Best Basic Buy
IN WEST VIRGINIA IS
THE CHARLESTON NEWSPAPERS

West Virginia's
No. 1 Market

The Charleston Gazette

Charleston Daily Mail

Sunday GAZETTE MAIL

Publishers: Newspaper Agency Corp., Charleston 30, W. Va.

Represented Nationally by JOHNSON. KENT. GAVIN & SINDING. INC

A Look Ahead

The U. S. Dept. of Commerce in its 1960 forecast said:

"The Chemical Industry will register a 9% sales gain to a record of 27 billion dollars. This will result from increased demand for all types of chemicals in a growing economy."

With large and growing chemical plants located here these many years and now joined by a huge Technical Center where new products will constantly be added, Charleston's future growth as a World Chemical Center is assured.

Brand Names Unfold Here

A list of nationally advertised brand names, if it were to include all that get components from the Chemical Industry of Charleston's Great Kanawha Valley, woul indeed be a lengthy one.

Actually only a handful ar finished, branded, packaged an shipped from here. These ar Prestone, Zerone and Zerex. Bu components, integrants, constituents, intermediates — call them what you will — fill the tank cars that move on and off plant sidings here in a steady stream and o to the next step or finishing plants elsewhere.

Familiar names on these tank cars are—duPont, Union Carbide Monsanto, Bakelite, Goodrich-Gulf American Viscose, General Chemical of Allied Chemical and Dye Columbia-Southern, Diamond Alkali and Linde.

DuPont can give you names o brands other than Zerone an Zerex that they have registere with the patent office but largel they make sense only to othe chemists—names like Hexalin, Hytrol, Lorol, Mycoban, Nugreen Uramite and so on. Other plant have similar pets.

To a degree of completion n local chemist would be certain o here is but the start of a list o brands known in most household that get ingredients from th valley's plants: Air Wick, Arm an Hammer Soda, Bayer Aspirin Calgonite, Clorox, Drano, Dren

William E. Holden was promoted to secretary of the agency, and James Egan, Robert Hayes and Harry Ireland were named senior vps. Herman Davis joined as vp in charge of art; Anson C. Lowitz, formerly with Ted Bates, and Dean Van Nest, formerly with J. Walter Thompson Co., joined the contact staff; Ernest Ricca was named manager of the Los Angeles office; Robert L. Taylor Jr., who headed a pharmaceutical market research company, joined as vp and director of professional drug marketing division.

William E. Duryea left, after a year as vp in charge of the ethical division, to join Burdick & Becker as vp and account supervisor; Robert Shaw, art director, resigned to travel and paint; William D. Fisher left as director of tv-radio programming and production to join Gardner Advertising as vp in charge of programming, and was succeeded by Robert T. Nathe and William Vallee. Hal James, formerly radio and tv director, joined Robert C. Durham Associates. DCS&S estimates 1960 billings will be up 12 to 20%.

Donahue & Coe, New York, billed approximately $32,400,000 in 1959, up from $29,600,000 in 1958, of which $2,600,000 represented capitalized fees.

It added Coates Plymouth gin, Quebec Maple Products, American Enka Corp. (yarns and fibers), Foster-Grant Co. (sunglasses and polymer division), Minwax Co., E. R. Squibb division of Olin Mathieson (Vigran), and Mutual Benefit Life Insurance Co. On the West Coast it picked up Mytinger & Casselberry (Nutrilite) and Security First National Bank, Los Angeles. It lost Fairbanks, Morse & Co., Pearson Pharmacal Co., the Pepsi-Cola Bottling Co. of Los Angeles, and the major portion of the *McCall's* account, retaining circulation promotion.

Media breakdown: newspapers $12,365,000, magazines $9,780,000, production $2,600,000, and "all other" $8,240,000.

It was a year of restaffing and change for the agency. In October, E. J. Churchill moved to chairman of the board, with Donald E. West becoming president, Walter Weir chairman of the executive committee, William H. Schneider exec vp, and Oliver A. Kingsbury administrative vp and general manager. William Hillenbrand, who had been president of Bryan Houston Inc., joined D&C as vp and chairman of the plans board; Judson Irish, formerly senior vp and creative director of Ogilvy, Benson & Mather, joined as senior vp in charge of creative services; Gerald Arthur, formerly with Fuller & Smith & Ross, as vp in charge of media; Donald M. Smith, formerly with Kenyon & Eckhardt, as vp in charge of the grocery products division.

The copy department added Mike Chappell, formerly with Doyle Dane Bernbach, and Douglas Humphries, formerly with Dancer-Fitzgerald-Sample, and Rosemary McGirney was transferred from Los Angeles to New York. Stuart D. Cowan left to become corporate marketing director of client Raytheon, and was replaced by Frederick P. Harvey, ex-F&S&R, as head of D&C's corporate and industrial division.

The agency has 350 employes in five offices, 270 of them in New York, where the agency recently moved into the Time & Life Bldg. D&C has made a gradual swing toward package goods, which now account for 30% of its billing, with another 15% in drugs and sundries, and the latter classification is expected to expand sharply in 1960.

Doyle Dane Bernbach, New York, billed $27,535,000 in 1959, and appears in the over-$25,000,000 group for the first time. In 1958 its billings were $22,000,000.

Last year was a fantastic new business year for DDB—it added everything from a cigaret to a union to an automobile to a cemetery. Specifically: International Ladies Garment Workers Union, Philip Morris' Alpine, Volkswagen of America, Josiah Wedgwood & Sons, French Government Tourist office, American Broadcasting Co., Salada-Shirriff-Horsey Inc., International Telephone & Telegraph, 5-Day Laboratories, Clairol Inc., Creme Hair Toner, Lawry's Food Products, Yardley of London (men's products and gift promotions), Schenley (additional brands —OFC, Schenley Reserve, Champion bourbon, gins, cordials), National Federation of Coffee Growers of Colombia, and—returning—Forest Lawn Memorial Park.

About half the new billing didn't begin until 1960, nearly all slated to start in the 1960 second half. DDB lost E.&J. Gallo Winery, Northam Warren Corp., CBS Radio Network, Revell Inc., Laird's applejack, the New York end of Fairmont Foods. Schenley's Cream of Kentucky and James E. Pepper were shifted away in the shuffle which brought in the other Schenley brands, and DDB gained and lost the International Swimming Pool Corp. (Esther Williams) account during the year.

Media breakdown: newspapers 23.8%, magazines 19.6%, radio and tv 32.4%, transit and outdoor 2.-

Charleston Daily Mail

World Chemical Center;
ucts Operates Near Plants

UNION CARBIDE
...a hand in things to come

Future Tied To Chemistry

lamorene and Bruce Cleaners. Also DDT, SaniFlush, LaFrance, ld Spice, Jergen's Lotion, Tintex, avoris, Tide, Flit, Glass Wax, ealemon, Esquire Shoe Polish, oni, Vaseline, Soilax, duPont Auto ax, Breck Shampoo, Gorham ilver Polish, Johnson's Baby owder, Pride Wax, etc., etc.

DIAMOND ALKALI CHEMICALS

AVISCO AMERICAN VISCOSE CORP

Allied Chemical

Monsanto
Where Creative Chemistry Works Wonders for You

Union Carbide's Technical Center

Within 6 miles of the dome of West Virginia's State Capitol lies this handsome new building. Completed and occupied in the fall of 1959, it is a showplace of industrial development in West Virginia.

Here in the broad field of chemistry is where Union Carbide Corp. strives to bring into practicality its slogan of ". . . a hand in things to come."

This is the main unit of Union Carbide's new Technical Center. In all there are 12 buildings in the Center. Viewed from the air, it bears a marked resemblance to a modern college or university. "Here a campus-like setting has been designed," Carbide says, "for the principal purpose of giving Carbide's technical people inspiring and efficient surroundings in which to create and produce new products and processes." The best engineering and scientific minds available to the company work here with the most up-to-date equipment.

Union Carbide is a huge and far-flung organization yet their own literature says: "the Kanawha Valley is the place where the greatest variety of chemicals and plastics is produced."

Carbide arrived in the Charleston area in the early 1920's and began in a modest way some 20 miles from its present operations. Every year has seen growth and expansion.

Their own literature tells of their planning and ideas for the future: "The scientists and engineers of the Technical Center are Union Carbide's insurance that it will continue to grow and prosper in the field of chemicals, olefins and plastics. Their efforts today are leading to products that people everywhere will be using next year, or in several years, or in a decade."

UNION CARBIDE
...a hand in things to come

Carbide Produces "Greatest Variety"

TIPS ON HANSONTYPES

Solid-Copper Duplicates of Process Originals for Publication Molding

Leading color advertisers and national publications recognize the high quality of Hansontypes . . . are regular users of Hansontypes. Tips On Hansontypes gives you basic information on this fast, money-saving method of duplicating process originals. Free upon request. Write.

HANSON COMPANY
9th and Sansom Sts., Phila. 7 WAlnut 2-5567

The PROGRESS • HANSON • PROGRESSIVE Group
One of America's Most Complete Graphic Arts Organizations
Philadelphia • New York • Newark • Lancaster
Wilmington • Baltimore • Washington • Richmond

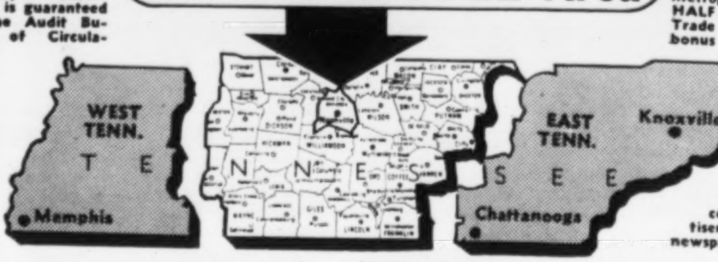
TENNESSEE IS REALLY 3 STATES!

We can show you how to dominate

The BIG MIDDLE Area

Your audience for newspaper advertising is guaranteed by the Audit Bureau of Circulations.

Your advertising message will reach 9 out of 10 homes in Metropolitan Nashville; over HALF the homes in the Retail Trade Zone (shown here) with bonus coverage in adjacent areas.



★ Write us about our Continuity - Impact-Discount Plan . . . for advertisers who seek maximum newspaper effectiveness.

Nashville Banner
PLAN $16 MILLION IN HOMES
Evening

THE NASHVILLE TENNESSEAN
MID-STATE GAINS NEW PLANT
Morning ● Sunday

NEWSPAPER PRINTING CORPORATION, Agent
Represented Nationally by THE BRANHAM CO.

4%, business papers 3.2%, "other" 18.6%. It celebrated its tenth anniversary in 1959. It added Margaret Fishback, noted copywriter, and Jack D. Tarcher, formerly with Lennen & Newell. It has 340 employes in three offices, and forecasts a 25% gain in 1960 volume.

William Esty Co., New York, billed an estimated $75,000,000 in 1959, up substantially from 1958, when AA estimated its billing at $60,000,000. A correct estimate would have been $65,000,000 for 1958.

During the year the company acquired Nestle Co.'s Nescafe and Maggi products, as well as the products of the Coca-Cola Bottling Co. of New York (Veep, orange, club soda, ginger ale and Hire's root beer). It lost Underwood Business Machines—an account which had dwindled in recent years. Media breakdown: television 50%, radio 25%, print 25%.

John H. Peace, previously first vp, was named to succeed James Houlahan as president, with Mr. Houlahan becoming chairman of the agency. Ralph Chatfield, who had been exec vp of the Esty agency, joined Benton & Bowles during the year. The agency has 422 employes, and probably the highest ratio of billings to employes in the major agency group.

Foote, Cone & Belding, corporate headquarters New York, billed an estimated $104,000,000 in 1959, of which $15,000,000 is estimated to have been billed abroad. In 1958, comparable estimated figures were $100,000,000 and $12,000,000.

The agency added Armour & Co.'s Dash dog food and canned meats (around $3,000,000) and all B. F. Goodrich products except tires (around $2,500,000); it also added Fluor Corp., the Micro Switch division of Minneapolis Honeywell Regulator Co. and Security Title Insurance Co. It lost Ford Motor's Lincoln and Continental lines; Catalina, Inc.; Norwich Pharmacal Co.; Security First National Bank and Spice Islands Co.

Media breakdown: television 43%, magazines 25%, newspapers 22%, radio 5%, outdoor 5%. It has 1,100 employes in eight offices and five "service offices."

Among the significant personnel changes: Arthur R. Bailey, named senior vp in charge of West Coast operations, resigned and was succeeded by Richard W. Tully, former senior vp in Chicago. Martin Koehring, formerly with Marschalk & Pratt division of McCann-Erickson, became vp and creative director in Los Angeles; William Munro, also from McCann, became vp and marketing director; William C. Matthews was transferred from New York to be San Francisco manager, and John M. Rolfe moved from Chicago to be San Francisco creative director. In Canada, A. F. P. (Pat) Freeman was moved from general manager to president of the Canadian company, and C. Burt Oliver, vp, became managing director.

FC&B opened an office in Frankfurt and Don Cunningham, account executive on Kimberly-Clark, was named manager. The agency estimates a volume increase of 10-15% in 1960.

Fuller & Smith & Ross, headquarters New York, billed $45,400,000 in 1959, up from $44,100,000 in 1958.

It added these accounts during the year: Raytheon Mfg. Co.'s distributor products and semiconductor divisions, Volkswagen of America (truck and vans), Coats & Clark, Paper Cup & Container Institute, Commonwealth Sanitation Co. & Subsidiaries, National Retail Hardware Assn., Kruger's Jewelers and four Volkswagen distributors—Import Motors of Chicago, International Auto Sales & Service, Reynold C. Johnson Co. and Volkswagen Washington.

Through an April merger, it acquired these accounts of Evans & Associates in Fort Worth-Dallas: Acme Brick Co., Continental National Bank of Ft. Worth, Great Western Foods Co., Miller's Mutual Fire Insurance Co. of Texas, Rector Well Equipment Co., River Construction Co., Southland Royalty Co., Texas Pacific Coal & Oil Co., Williamson-Dickie Mfg. Co., Work Clothes Rental Service Co.

It added five divisions of the Westinghouse defense products group, and lost four divisions of Westinghouse general products group. It added and lost Pan American Coffee Bureau during the year. The following accounts left the agency: Dollar Savings Bank, Wallpaper Council, Blue Ridge Glass Corp., Pennsylvania Tire Co., Gibson Wine Co., Podesta Baldocchi, and Thornton Canning.

At year-end, F&S&R acquired Stromberger, LaVene & McKenzie, a West Coast agency which billed

buy St. Louis
'a la card*

*KTVI rate card
your lowest
cost per thousand
TV buy
in St. Louis

MARK C. STEINBERG MEMORIAL in Forest Park — largest outdoor skating rink in the world.

KTVI 2
CHANNEL
ST. LOUIS

Represented nationally by BLAIR-TV

TENSE...TERSE...
TERRIFIC...AND A

SMASH

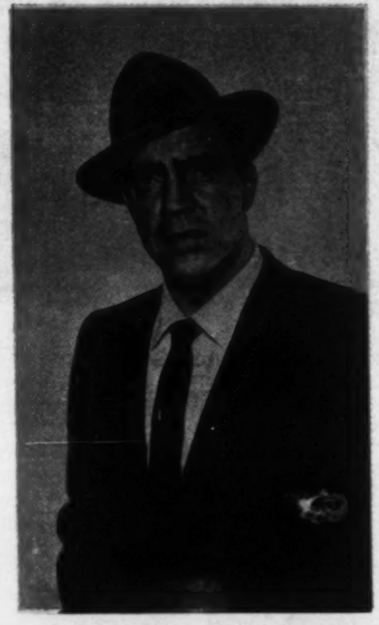
SOLD IN 110 MARKETS TO BIG NAME SPONSORS...BALLANTINE BEER, DUKE, CAMEL, CHESTERFIELD, MARLBORO, RICHARD HUDNUT, R.G. DUN CIGARS, DIAL SOAP, STUDEBAKER DEALERS...

39 ALL NEW...ALL FIRST-RUN HALF HOURS NOW AVAILABLE TO REGIONAL AND LOCAL SPONSORS

JOHNNY MIDNIGHT

STARRING ACADEMY AWARD WINNER

EDMOND O'BRIEN



Socko success is written all over this "top-10" contender. Already sold solid to the biggest name advertisers: Ballantine Beer (26 markets), Camel, Chesterfield, Duke, Marlboro, Richard Hudnut, R. G. Dun Cigars, Dial Soap, Studebaker Dealers, P&C Food Markets. And sold to the key stations—WBZ-TV Boston...WGN-TV Chicago...WDSU-TV New Orleans...WRCA-TV New York...WJW-TV Cleveland—plus 105 more across America. Its world is Broadway at midnight...background for the intriguing adventures of actor-turned-detective Johnny Midnight. Produced by Jack Chertok.

mca
TV FILM SYNDICATION

598 MADISON AVENUE, NEW YORK 22, N. Y., PLAZA 9-7500 AND PRINCIPAL CITIES EVERYWHERE
Call your MCA representative today.

John W. Shaw Advertising, Inc.

LONDON • CHICAGO • LOS ANGELES

GRAND RAPIDS • MILWAUKEE

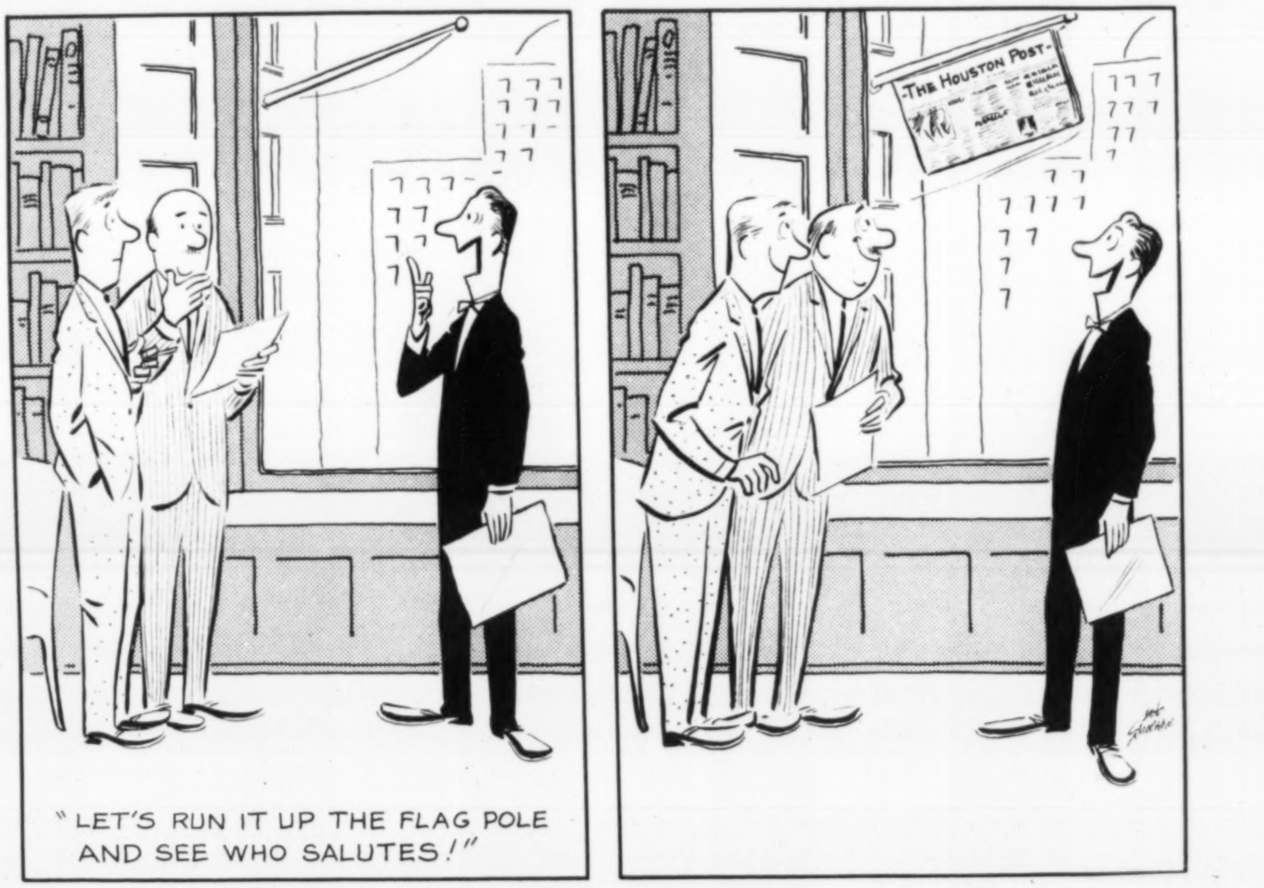
CLIENTS

Dormeyer Corp.
M. K. Goetz Brewing Company
Fred Harvey
Horlicks Corporation
Kemper Insurance
Mercury Record Corporation
John Morrell & Co.
Spring Packing Corporation
The Quaker Oats Company
Vail Manufacturing Co.
Victor Adding Machine Co.
Webcor, Inc.

Top Ten Agencies, International Billings

(Estimated by Advertising Age)

Rank		1959
1.	J. Walter Thompson Co.	$101,000,000
2.	McCann-Erickson	73,000,000
3.	Grant Advertising	59,600,000
4.	Young & Rubicam	35,000,000
5.	Erwin Wasey, Ruthrauff & Ryan	23,500,000
6.	Foote, Cone & Belding	15,000,000
7.	Robert H. Otto & Associates	6,100,000
8.	Leo Burnett Co.	4,092,000
9.	Kenyon & Eckhardt	3,800,000
10.	Gotham-Vladimir Advertising	3,500,000


THE HOUSTON POST
"LET'S RUN IT UP THE FLAG POLE AND SEE WHO SALUTES!"

The Houston Post gets the salutes for its circulation lead daily and Sunday!

The latest ABC Publisher's Statements show The Houston Post is Houston's largest newspaper daily and Sunday.

And these latest circulation figures make the media buyer's job much easier. Look at this arithmetic: The Houston Post delivers 13,618 more readers daily and nearly 2,000 more readers Sunday than the second Houston newspaper . . . and at the same line rate! The obvious buy for the Houston market is THE HOUSTON POST.

Planning a newspaper schedule for the Houston market? Remember THE HOUSTON POST is Houston's number one newspaper—your first buy.

The figures tell the story. Use the leader—advertise in THE POST.

	DAILY*	SUNDAY*
The Houston Post	209,066	218,509
The Houston Chronicle	195,448	216,567
The Houston Press	101,398	

*ABC Publisher's Statement, September 30, 1959

THE HOUSTON POST Member ABC

Represented nationally by Moloney, Regan and Schmitt

6004

around $5,000,000, and brought F&S&R offices to seven. T. L. Stromberger became a senior vp of F&S&R.

Media breakdown: magazines (including business papers and farm papers) 64%, television 24%, newspapers (and supplements) 7%, radio 4%, outdoor and transit, 1%.

F&S&R has 488 employes. Among the significant changes in personnel: David H. Echols was named manager of the Chicago office, H. M. Redhead manager in Pittsburgh; and John Leahy, manager in San Francisco. Four directors—E. L. Andrew, F. B. Duncan, W. P. Dumont, and C. P. Pelham, retired. Edward J. Lauesen, previously Chicago manager, became over-all vp for corporate marketing programs, later quit to join Waldie & Briggs, Chicago. Thomas J. Blee left to join Bonsib Inc., Ft. Wayne; Robert A Jeffcott left to become marketing director of Thermometer Corp. of America, Springfield, O. John C. Williams, senior vp in charge of business development, resigned. Gerald Arthur, media head, quit to join Donahue & Coe; Donald E. Leonard, formerly with W. B. Doner & Co., Baltimore, joined as media director in New York, and Samuel A. Allen, formerly with United Airlines, became Chicago media director.

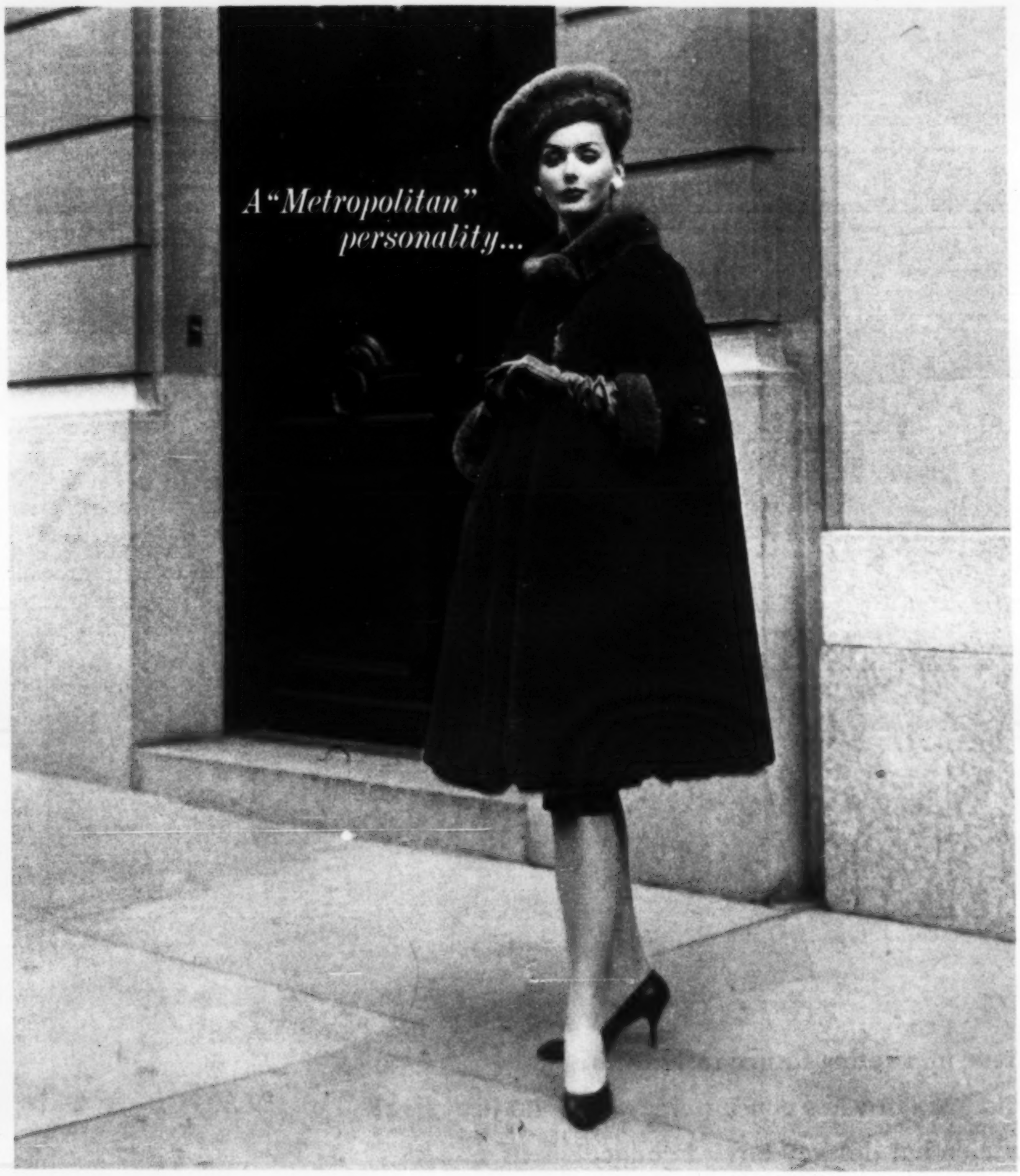
The agency moved into new offices at 666 Fifth Ave., New York, getting extensive tv facilities in the process. F&S&R estimates a volume increase of 10% in 1960.

Gardner Advertising Co., St. Louis, billed $37,500,000 in 1959, up from $33,300,000 in 1958. It had a good new business year, adding Clark Bros. chewing gum, Deere & Co., Diamond National, Gulden's mustard, Hussmann Refrigeration and Joe Lowe Corp. It lost Lucky Tiger, Red L. Foods, Remington Shaver, Curlee Clothing Co., St. Louis.

Media breakdown: newspapers 13.9%, magazines 24.5%, radio 10.7%, television 35%, outdoor 5.3%, production, etc. 10.6%. Gardner has 376 employes in four offices.

Among the significant changes of the year: Theodore O. Simpson, formerly a copy supervisor, was named to head a new creative contact department for industrial and agricultural clients, with Gene Hahnel as co-director, specializing in agricultural clients. John O. Roche was named copy director, succeeding Dean Pennington, who became radio-tv commercials vp; William D. Fisher, formerly with Doherty, Clifford, Steers & Shenfield in New York, came to St. Louis as vp and director of broadcast programming. Later Mr. Roche was moved to New York as vp and creative director, and Mr. Simpson succeeded him as copy director in St. Louis. William F. James, New York vp, was named chairman of the New York executive committee. Lyle C. Abbott,

PHOTOGRAPHED BY PETER FINK

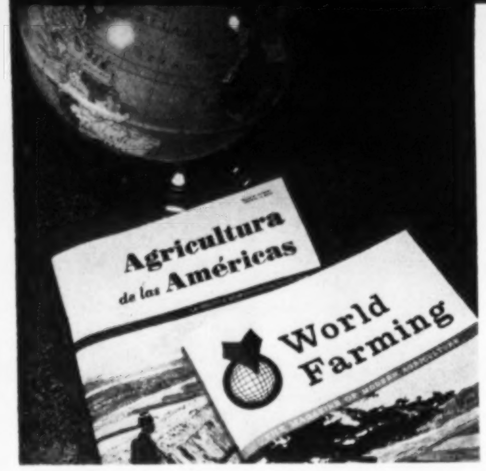

A "Metropolitan" personality...

Inside more and more doors, people of all ages are better informed and better entertained because they are visited by a "Metropolitan" personality . . . a personality like each of our widely known stations.

METROPOLITAN BROADCASTING CORPORATION

205 East 67th Street, New York 21, New York

WNEW RADIO New York ◆ WHK RADIO Cleveland ◆ WIP RADIO Philadelphia ◆ WTTG-TV Washington, D. C. ◆ WTVH-TV Peoria, Ill. ◆ KOVR-TV Stockton-Sacramento California ◆ WNEW-TV New York



WANT TO SELL FARMERS OVERSEAS?

Your farm market can be as wide and prosperous as the world! Now, many manufacturers of farm-use products enjoy a brisk export business. They depend upon two unique international magazines to reach leading ranchers, planters and commercial farmers. They use **Agricultura de las Américas** for its leading audited farm market coverage of Mexico, Central and South America.

To generate sales in Africa, Asia, the Middle East and Oceania, the media choice is **World Farming**, also the leader in its field. Write today for informative Market and Media Folder.

AGRICULTURA de las AMERICAS | **WORLD FARMING**

1014 WYANDOTTE ST., KANSAS CITY 5, MO.

formerly with Klau-Van Pietersom-Dunlap, joined Gardner in St. Louis.

Gardner forecasts a 12% rise in 1960 billing.

Geyer, Morey, Madden & Ballard, New York, billed $30,000,000 in its first year of operation. In 1958 Geyer Advertising billed $21,100,000; Morey, Humm & Warwick had billed about $7,000,000.

The agency added Irish International Air Lines, resigned from International Swimming Pool, added Oral Roberts Evangelistic Assn. and lost it when Swan & Mason was formed. It lost Koolfoam products of Dayton Rubber Co., and Boyle-Midway division of American Home Products. And in Rambler (for which it set up a dealer advertising service department during the year) it had 1959's hot car.

Media breadown: 40% radio and tv, 35-40% newspapers, and the remainder in magazines. In 1960, the proportions may be somewhat changed—around 35% television and radio, 40% newspapers and supplements, 20% magazines, 5% outdoor.

The agency has 300 employes. During the year Edward A. Gumpert joined as vp and chairman of marketing plans, from Colgate-Palmolive; Arthur L. Terry, formerly Detroit media director for Kudner, joined GMMB in Detroit; Ray Mauer was named creative director, succeeding Wirt M. Mitchell, who became creative plans board chairman; Neil Quinn rejoined GMMB as a vp in the creative department after a hitch at Kenyon & Eckhardt. David H. Halpern moved out to open his own company, and Wright A. Nodine, who supervised the Boyle-Midway account group, left to join Fitzgerald Advertising Agency, New Orleans.

Grant Advertising, headquarters Chicago, billed $92,700,000 in 1959, $5,150,000 representing capitalized fees, and $59,600,000 of the total abroad. In 1958, the agency billed $96,500,000, with $6,750,000 in capitalized fees, and $59,900,000 in international billing. Overall, the agency added 35 domestic clients in 1959, including the Dodge Dart, on which billings began fairly late in the year. Among the other additions were Chris-Craft Corp., Houston Corp., Public Gas Utilities of Florida, Peoples Gas Co., Real Airlines, U.S., Packard Bell Electronics, Home Milk Producers Assn., Landmaster, and Pearson Pharmacal Co.

It resigned tv billing on Plymouth to make way for Dart. Among the other 12 domestic accounts lost during the year were Detroit Bank & Trust, Mutual Benefit Life Insurance, Farmcrest Bakeries, Florida Power & Light, Trifari Jewelry, Firth Carpets, Iodent Chemical, Baltimore Dodge retail selling association, and news bureau service for Dodge.

Abroad it added 177 acounts, while losing 42. Among the major additions were Dodge, DeSoto and Dodge Truck in Canada, all Canadian Chrysler tv billing, Chrysler, Chrysler export advertising in Latin America and South Africa, and export advertising for Pillsbury Export, Hamilton Watch, Ex-Lax Co., Tidewater Oil, Ronson, Lanolin Plus, Warner-Lambert et al. Because of foreign exchange adjustments, international billing declined $300,000 in total. And strikes at Pittsburgh Plate Glass Co. (major Dodge supplier) and the steel strike hurt Grant's automotive billing and reduced the total.

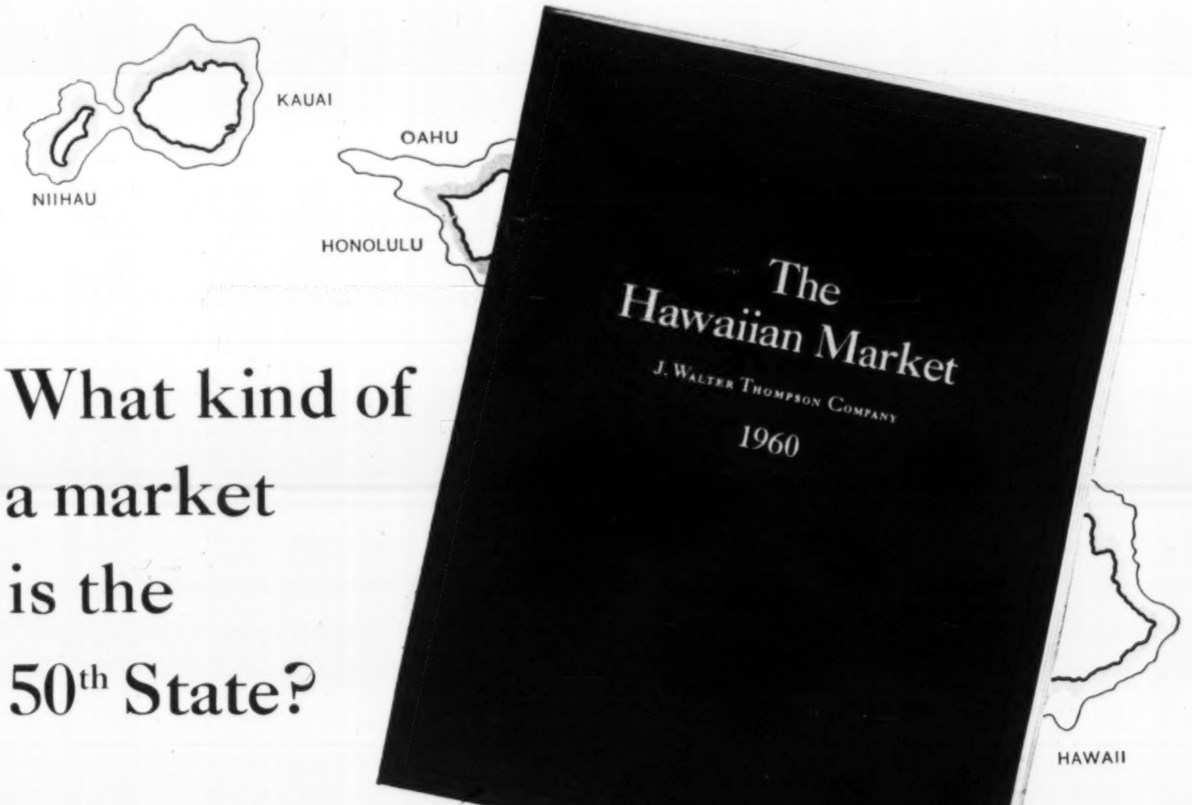
Media breakdown: newspapers 31%, magazines 17%, supplements 1%, radio 7%, television 34%, outdoor 3%, business papers 2%, farm publications 1%, transit advertising 0.5%, point of sale 1%, "other" 2.5%.

Grant has 2,000 employes in 40 offices—the same office total as last year, but with 450 more people. It closed the Belo Horizonte, Porto Alegre and Montevideo offices, and opened offices in Windsor, Ont., Hamburg and Tokyo. Joe Wren, former vp and general manager of Toronto and Montreal offices, was named president of Grant Canada, and R. B. Conroy and Sidney Wallach, respectively supervisor and account executive on Chrysler of Canada, became vps.

Most recent major change at Grant was the departure of Carl M. Post as exec vp, taking with him Schiltz's Old Milwaukee beer account (billings, $1,500,000) to Gordon Best Co., Chicago, where he was named president.

Joe K. Hughes, Dallas manager, was made a vp, as were Reginald L. Dellow, domestic media director, and John F. McElroy, account executive on Old Milwaukee.

Abroad R. J. Willie was named manager of Hamburg, Peter Griffith, copy chief of Johannesburg;



What kind of a market is the 50th State?

Just off the presses!

What is *your* marketing future in Hawaii?
Who are Hawaii's consumers? *Where* do they live?
What do they buy? Produce? Sell?

Just off the presses–The Hawaiian Market–gives you the answers–tells you where the money is today–and will be for the foreseeable future–**gives you a wealth of official government facts and new material processed especially for this study and never before published.**

There are now over 600,000 Americans in Hawaii–ranking it as our 34th largest state.

And Hawaii's population is growing at a rate half again as fast as the U.S. average–increased 24.5% in civilian population between 1950 and 1960. Hawaiians' gross production now approaches 1.5 billion dollars annually. They spend $600,000,000 in the resident consumer market alone. Tourists and the military consumer market add another $140,000,000. They are a market with money to spend and the desire to spend it.

The Hawaiian Market is the latest brochure in the celebrated world markets series prepared by the J. Walter Thompson Company.

Brochures and books in this series are proving invaluable to businessmen alert to opportunities presented by growing markets around the world.

This new publication records marketing history being made before your eyes! We shall be happy to send you a copy of The Hawaiian Market–**while they last**–without charge if you will mail the coupon. Mail it today!

MAIL THIS COUPON

J. WALTER THOMPSON COMPANY
420 Lexington Avenue, New York 17, N.Y.

Please send my copy of THE HAWAIIAN MARKET, without cost or obligation.

NAME ______
COMPANY ______
ADDRESS ______
Dept. A-2

nd Pete Favreau was named rench director in Montreal. In the U.S. Anthony Hebel and John Gillis, account executives, joined the Chicago office, as did John Rowan, vp-creative director. William Allen joined Dallas as account executive; in Detroit, additions included Homer Eastman, account supervisor, Robert Tholl and Alan Appleton, account executives, John Chapin, vp. In New York, account executives James D. Grant and George Stapleton, and Martin Munzer as controller, were added. San Francisco added two account executives, Julius J. Kaufman and Hugh T. McCann.

Paul L. Bradley left as vp and general manager of New York to join Kenyon & Eckhardt in merchandising; J. Raymond Lenahan, vp and special assistant to the president resigned; Robert F. Muir, controller of the New York office joined Wesley Associates in the same capacity; David C. Garrett, vp in the Los Angeles office, joined Brady Co., Appleton, Wis.; and Samuel B. Crispin, Miami account executive, left to head the new Miami branch of Arthur R. Mogge Inc. Grant estimates 1960 volume up 10%.

Grey Advertising Agency, New York, billed $45,500,000 in 1959, up from $42,800,000 in 1958.

Grey added Ward Baking's Tip-Top bread, P&G's Ivory Flakes, Greyhound's Post Houses and Grey Van Lines, Mennen's Dateline deodorant, Athlecin, Sof-Stroke shave cream, Hudson Pulp & Paper, *McCall's,* Catalina swim suits, Triumph International foundations, and Kayser-Roth Corp. It resigned 5-Day Laboratories over a conflict with Mennen, but kept Associated Products, the parent company; it ost *Good Housekeeping;* Firestone Rubber & Latex Products Co.; Glamur Products; French Government Tourist Office; Exquisite orm Brassieres.

Media breakdown: radio-television 46% (about $19,500,000); magazines 38%, newspapers 9%, "other" 7%. Grey has 556 employes in our offices, including the new Montreal office opened this year, and headed by Peter Golick, formerly with Ronalds Advertising.

During the year Al Hollender was named exec vp, and E. R Richer to secretary; Gene Accas was named vp for network publications; Robert Dolobowsky advanced to vp and head art director; Mrs. Frances Corey left Macy's to head Grey's West Coast eration, but resigned later to in Catalina; Howard Shank was noved to the executive committee; Varren Schwed came in as vp for ublicity and promotion. The agency forecasts more than $50,000,000 in 1960 billing.

Kenyon & Eckhardt, New York, billed $95,000,000 in 1959, of which 3,800,000 was billed outside the S. In 1958, comparable figures were $90,000,000 and $3,500,000.

During the year the agency added Lever Bros. (Dinner Redy), the incoln and Continental portion of ne Ford account, Mead Johnson & Co., New England Confectionery Co. (Necco), Phoenix Insurance, Richardson & Robbins and Top Wip. It lost Wilson & Co. as part of he Dinner-Redy negotiations, Radio Corp. of America, Chase Manhattan Bank (which followed senior vp Anderson F. Hewitt to Compton), Eno Antacid, Coats & Clark's Sales Corp.

Media breakdown: newspapers and supplements 20%, magazines-arm publications-business papers 20%, radio and television 50%, outdoor and transit 2%, "other" 8%.

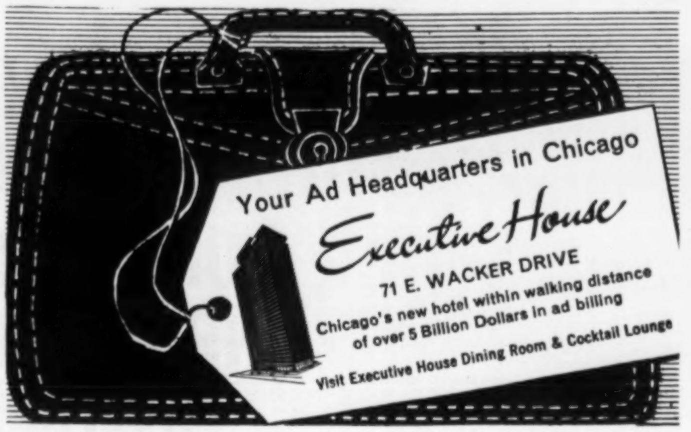
K&E has 855 employes in 11 offices. During the year, these significant personnel changes took place: Mr. Hewitt went to Compton, senior vp Don C. Miller, who headed the Detroit operation, joined B. F. Goodrich Co. as marketing vp; additions included Paul L. Bradley, formerly with Grant Advertising, and Lawrence C. Puchta, who joined from McCann-Erickson. G. T. C. Fry, Detroit head, and Robert R. Burton, Chicago manager, later moved to New York, were named senior vps. Budd Hemmick was named vp and art director, and Brendan J. Baldwin was named associate media director and vp. E. B. Ferree was named manager of the Toronto office and vp of the Canadian agency.

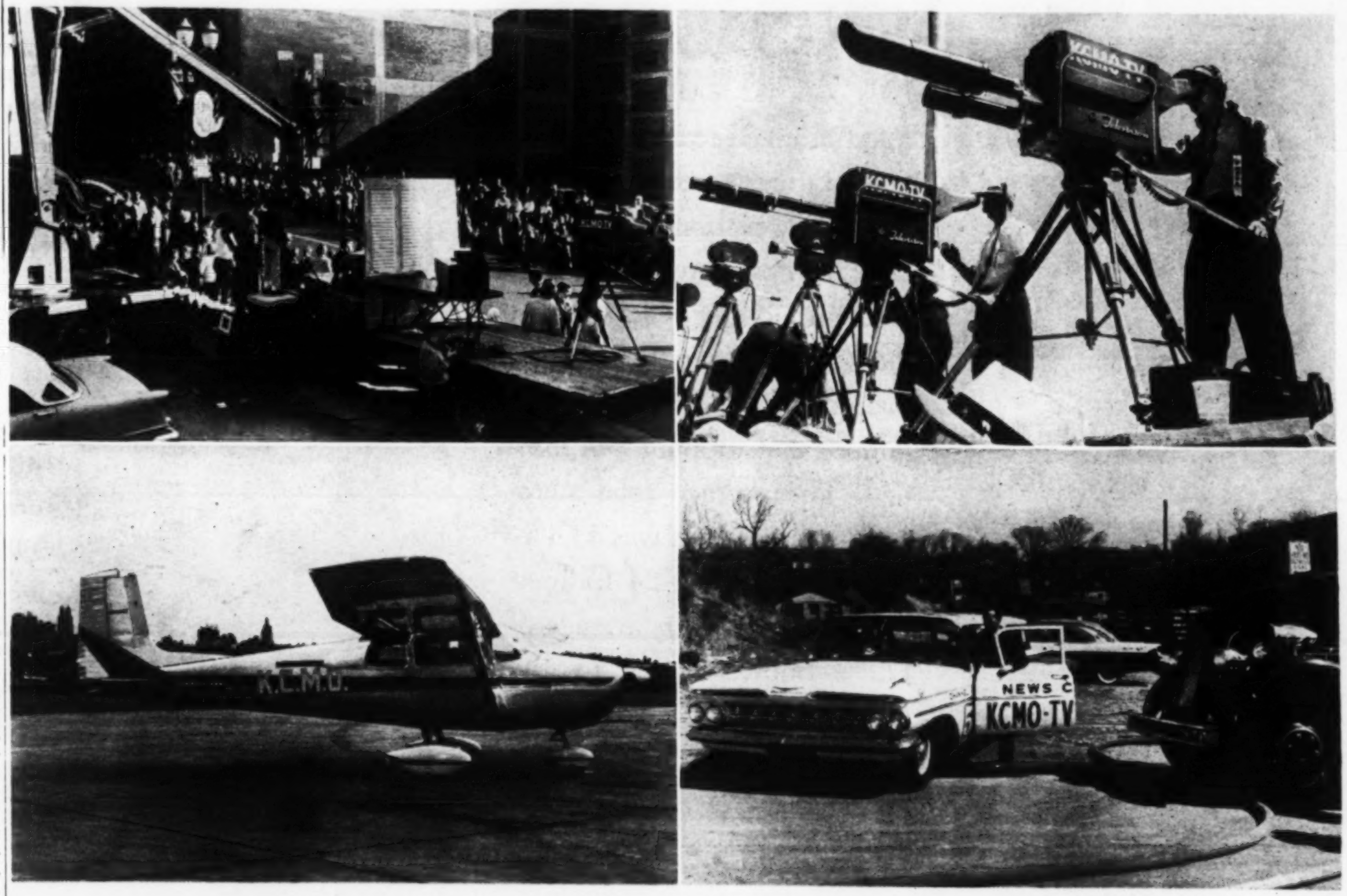
Additional Copies, $1

This annual agency billings issue of ADVERTISING AGE is valuable as a permanent reference, so AA suggests that each reader file his copy where it won't go astray. Meanwhile, as long as the supply lasts we will gladly fill all requests for additional copies. The price is $1 a copy.

Ketchum, MacLeod & Grove, headquarters Pittsburgh, billed $29,900,000 in 1959, including capitalized fees, up about $2,900,000 from the $27,000,000 of 1958. It was KM&G's 22nd consecutive "new high" figure.

The agency added Corry Jamestown Corp. in June, Old Dutch Coffee Co. in October, several divisions of Westinghouse in December, and Martin Co. and Bruner Corp.


Your Ad Headquarters in Chicago
Executive House
71 E. WACKER DRIVE
Chicago's new hotel within walking distance of over 5 Billion Dollars in ad billing
Visit Executive House Dining Room & Cocktail Lounge



KCMO has the "knows" for news

There's this about news: you have to get it in before you get it out. KCMO is long on what it takes for both.

Getting it in: KCMO's staff of ten career journalists has the "knows" of experience. KCMO cruiser units give on-the-spot coverage of local and nearby events. "Operation Skywatch" reports from our aircraft on happenings below. News in the making around the world comes in through A. P., Photofax, and CBS Newsreel.

Getting it out: from Broadcasting House and the tall, tall tower, KCMO-TV blankets Mid-America. KCMO-Radio keeps a four-state area up to the minute on doings everywhere.

Among the top news awards we have won: National Association of Radio News Directors' Distinguished Achievement Award; the Sigma Delta Chi Award; Medill School of Journalism Award — *plus the award of a loyal following that makes a great audience for the advertiser.*

SEAL OF GOOD PRACTICE
NAB

KCMO • Television • Radio / Kansas City, Mo.

The Tall Tower at Broadcasting House
CBS Radio and TV

Represented nationally by Katz Agency

Meredith stations are affiliated with BETTER HOMES AND GARDENS and SUCCESSFUL FARMING magazines.

E. K. Hartenbower, Vice President and General Manager
R. W. Evans, Station Manager — Radio
Sid Tremble, Station Manager — TV

WORLD'S BIGGEST FOOD PROMOTION OF ITS KIND–THE 1959 NARGUS -POST FOOD STORE SPECTACULAR!

Last year's NARGUS*-Post Food Store Spectacular—highlighted by a special 39-page advertising section in the October 17th Post—was the biggest food promotion of its kind in the world. During the nine-day promotion, food store sales jumped a whopping $44,135,620. The average total storewide volume gain was 13.4%. And sales for the 24 featured products soared an average of 172%. Shown below are the names of the top advertisers who took part in the '59 Spectacular.

*National Association of
Retail Grocers of the United States

1960! A BIGGER AND BETTER NARGUS-POST SPECTACULAR FEATURES A GIANT $50,000 KELVINATOR CONTEST

Year after year the NARGUS-Post Food Store Spectacular gets bigger and bigger results. And coming up this year is the most *spectacular* Spectacular so far! Kelvinator is joining the promotion with an exciting contest for shoppers—offering $50,000 worth of magnificent Kelvinator appliances as prizes. Refrigerators. Washers. Dryers. Air conditioners. Ranges. Freezers. This big, bountiful contest will mean more excitement...more talk...more store traffic...and more sales for *you!*

THESE BRANDS TOOK PART IN THE '59 SPECTACULAR

ALUMINUM CO. OF AMERICA
Alcoa Wrap Aluminum Foil

ANHEUSER-BUSCH, INC.
Budweiser Beer

CALIFORNIA PACKING CORP.
Del Monte Catsup

CAMPBELL SOUP CO.
Chicken Vegetable Soup

CHEF BOY-AR-DEE
Italian-Style Foods

DOLLY MADISON CAKES
(Interstate Bakeries Corp.)
Dolly Madison Cakes

GENERAL MILLS, INC.
Betty Crocker Cake Mixes
Bisquick, Gold Medal Flour

GREEN GIANT CO.
Peas and Corn

H. J. HEINZ CO.
Heinz Ketchup

KRAFT FOODS CO.
Kraft Cracker Barrel Cheese
Kraft Margarines
Kraft Salad Dressings
Kraft Spaghetti Dinner

LIBBY, McNEILL & LIBBY

NATIONAL BISCUIT CO.

PEPSI-COLA CO.
Pepsi-Cola

PERSONAL PRODUCTS CORP.
Modess

PLANTERS NUT & CHOCOLATE CO.
Planters Peanuts

QUAKER OATS COMPANY
Aunt Jemima Products

JOSEPH SCHLITZ BREWING CO.
Schlitz Beer

SEVEN-UP CORP.
Seven-Up

STAR-KIST FOODS, INC.
Star-Kist Tuna

SWIFT & CO.

THE WANDER COMPANY
Ovaltine

JOIN IN WITH YOUR AD IN AMERICA'S FAMILY MAGAZINE –THE SATURDAY EVENING POST. IT'S YOUR NUMBER ONE ADVERTISING BUY!!!!!

Want proof of why the Post is the number-one buy for food advertisers? Listen to this! Your Post ad page is seen millions more times by larger families (households of 3 or more persons) than a Life or Look ad page. Post families have the highest income of all readers in the Post's field. And the Post sells three times as many copies in food stores as the other big weekly. Want more proof? Ask NARGUS retailers. Ask the companies who took part in the last three NARGUS-Post promotions (and who are signing up again this year). Contact your Post salesman today for all the details!

A CURTIS MAGAZINE

The Saturday Evening

POST

THE INFLUENTIALS' MAGAZINE

Tucson

In 1959 Metropolitan
TUCSON LED ALL ARIZONA
in percentage of increase in:

ANNUAL BUSINESS VOLUME ..... UP 32%
BANK DEBITS .... UP 22%
DEEDS RECORDED .... UP 28%

The Arizona Daily Star
Morning and Sunday

Tucson Daily Citizen
Evening

If you want to cover Arizona the Star and Citizen are a must

2 Independent Newspapers Produced in the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.

(a subsidiary of Hagan Chemicals & Controls, a KM&G client). It resigned four regional Chevrolet dealer associations, and resigned Jones & Laughlin Steel Corp. for competitive reasons. It lost two H. K. Porter Co. divisions, Thermoid & National. Two KM&G clients, Fidelity Trust Co. and Peoples First National Bank & Trust Co., merged in September to form Pittsburgh National Bank, a KM&G account.

KM&G has 351 employes in three offices. When the decision was made to drop the Chevy regionals, service offices in Harrisburg, Baltimore and Richmond were closed, affecting 12 people, some of whom went to other offices and accounts. John R. Burke, formerly with Marsteller, Rickard, Gebhardt & Reed, joined KM&G as an account executive, and Lansing B. Lindquist returned to KM&G from McCann-Erickson, as vp in charge of all broadcast and media activities.

Most of KM&G billing is in print. It estimates 1960 volume at around $34,000,000.

Lennen & Newell, New York, billed $86,000,000 in 1959, up from $83,000,000 in 1958.

It had a good new business year, including a number of new products from old clients—P. Lorillard Co.'s Spring cigarets, McCormick & Co.'s Fun instant drink and Fluffy Instant Potatoes, Stokely Van Camp's juices (Ping, pineapple-grapefruit, Pont, pineapple-orange, Pi-Li, pineapple-lime), Colgate's Vel powder. It picked up Regal Brewing Co. and Granny Goose on the West Coast, and Royal Globe Insurance Co. in the East. It lost substantial billing—American Airlines' $6,000,000 account moved in July, and United Aircraft Corp. and National Distillers, both effective in 1960, and Borden's instant potatoes, in test market.

Media breakdown: television 49.2%, newspapers 22.3%, magazines 20.9%, radio 5.6%, outdoor 2%. The agency has 673 employes in three offices.

During the year L&N promoted Guild Copeland to exec vp, Royall Smith to vp and creative group head in New York. It added some well-known senior vps—Myron Kirk, formerly with Kudner Agency; Robert Kesner, formerly with Coca-Cola; George Beyer Jr., ex-Lever; and Emile Frisard, formerly with Compton. It estimates 1960 volume will be up 10%.

MacLaren Advertising Co., headquarters Toronto, billed $29,800,000 in 1959, of which $1,665,000 represented capitalized fees. In 1958 comparable figures were $27,880,000 and $780,000.

MacLaren had a good new business year, adding Celwood Industries, Vancouver, the Lavoris division of Vick Chemical Co., Rite Paper Products and Perkins Paper Products, Montreal, Planter's Nut & Chocolate Co., Toronto, and Polaroid Corp. of Canada, Toronto. It lost Massey-Ferguson in October. MacLaren is the General Motors agency in Canada, and introduced Corvair this year.

Media breakdown: newspapers 28%, magazines 22%, radio 7%, television 25%, outdoor 3.5%, transit 1.5%, point of sale 13%. The agency has 370 employes in six offices. During the year Robert Pethick, who had been creative director, left to join Benton & Bowles. MacLaren estimates 1960 volume will be up 5%.

MacManus, John & Adams, headquarters Bloomfield Hills, Mich., billed $41,549,323 in 1959, of which $713,870 represented capitalized fees, and $873,289 was international billing. Its 1958 billing was $35,704,787.

It added a sizable number of accounts: Bloomfield—Bearings Co. of America, Magnetic Products division of Minnesota Mining & Mfg., Pure-Pak division of Ex-Cell-O Corp., *Detroit Times*, Packer Pontiac, E. C. Staude Mfg. Co.; New York—U. S. Air Force national recruiting, Van Munching & Co., Heinekin's beer, Hydrometals Inc., Rock City Sales Ltd. (cooperation with Canada); Los Angeles—American Electronics, On Mark Engineering Co., On Mark Couplings, Wallace O. Leonard Inc., Ling-Altec Electronics, Kraloy Plastic Pipe Co., Western Gear Corp., Metropolitan Pontiac Dealers Assn., MacFarlane's Candies, and Leroy D. Owen Co., industrial real estate; Toronto—G. H. Wood & Co. Ltd., household maintenance and sanitation products, the Canadian ends of Pure-Pak and Heineken, and Rock City Sales Ltd., Craven A and Sportsman cigarets.

It lost Hartman Luggage, Thermofax, Scholz Homes, and Mechanical Air Controls.

Media breakdown: newspapers 33.05%, magazines 22.64%, radio 6.05%, television 12.21%, outdoor 3.12%, farm publications 0.24%,

IT ONLY HURTS WHEN I LAUGH

Now maybe they'll move that filing cabinet... I was in such a hurry to get to the phone... It was my big drug account... I knew they'd go for my plan to buy WERE, Adventure Radio in Cleveland... that's where all the local boys make good... all the leading drug chains... like Gray's... Marshall's... and Standard... Oh, I'll be all right... just put me on the 5:20.

WERE

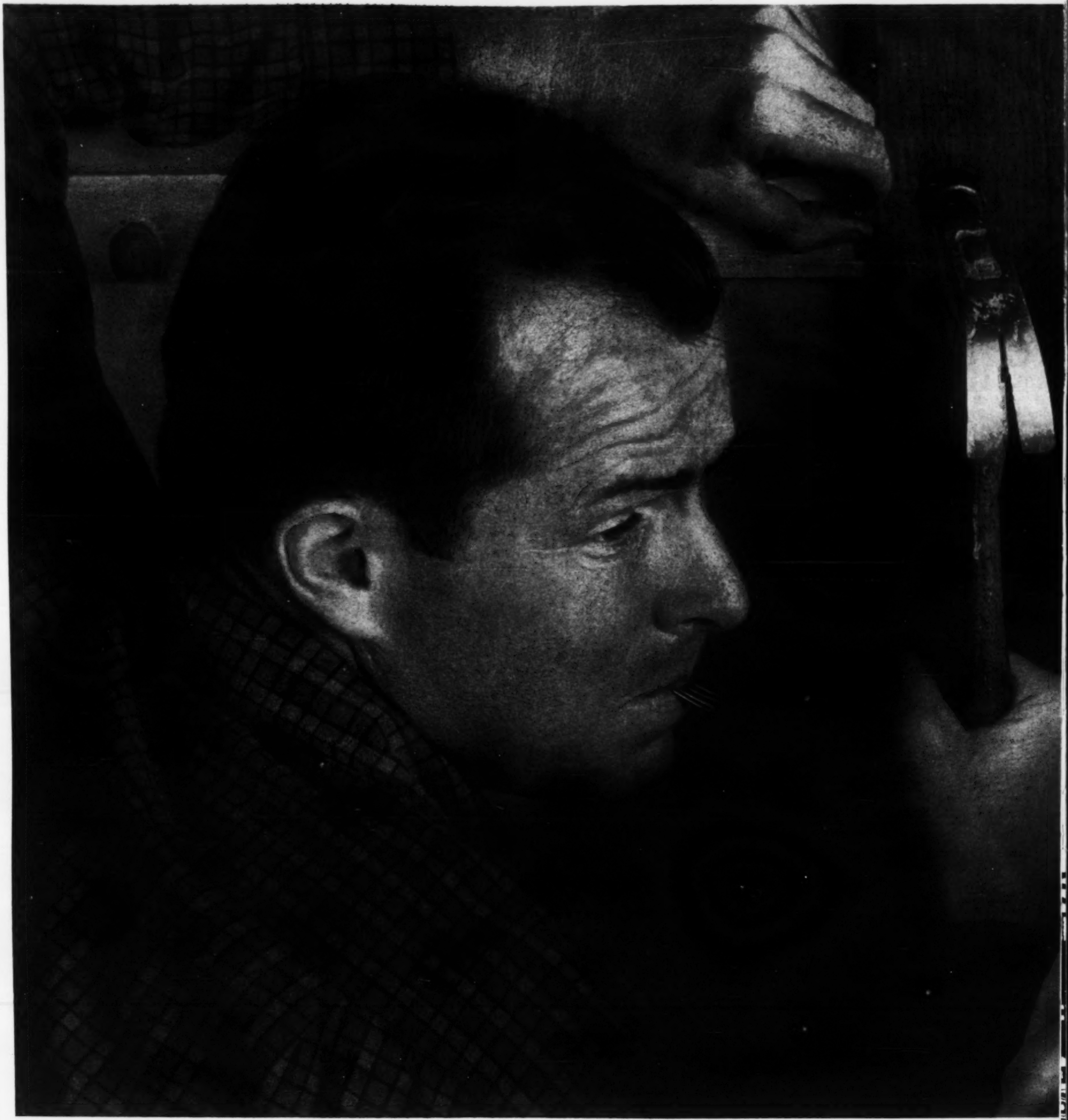
WERE-Cleveland...
WERC-Erie...the Adventure
Radio Stations. Represented
by Venard, Rintoul, and McConnell, Inc.

People

People buy more personal and household goods, services, and industrial equipment than anybody. Perhaps this agency has the instincts and experience it takes to help you reach and sell them more directly, more naturally, more distinctively.

Howard H. Mŏnk and Associates, Inc., Rockford, Illinois

(A framed copy of the message in the center of this advertisement free upon request.)



THEY KNOW AMERICAN HOME IS NEW ...DO YOU ?

Flipped through American Home lately? You'll flip. It's a new worl of color, of bold and imaginative photography. It's a richer, mor rewarding magazine—delivering each month a new depth of infor mation—new food ideas that 12,000,000 people are eating up, nev decorating and remodeling ideas that they're putting up, nailin down. Compare the new American Home with any other majo magazine: ■ **BUILDING.** The new American Home shows mor homes than any other major magazine, more merchant-built home than all other major magazines together. No wonder a greate

THE AMERICAN
HOME
burger serves 4
BUDGET BEATER NO. 7
Mushroom Meatballs

percentage of American Home families build and buy homes than do the families of any other major magazine! ■ **REMODELING.** For 10 years, a greater percentage of American Home families have remodeled and improved their homes than have the families of any other major magazine! ■ **FOOD AND KITCHEN ENVIRONMENT.** The new American Home devotes more of its pages to these subjects than any other major magazine. On the average 60% of all families use or plan to use American Home's recipes 30 days after publication! ■ **EQUIPMENT AND HOME FURNISHINGS.** American Home devotes more of its pages to home furnishings, decorating, appliances, housewares than any other big magazine! ■ **GARDENING.** American Home now devotes more of its pages to gardening than any other major magazine. Its editorial staff has been increased to provide the most authoritative coverage in its field. ■ The new American Home is the home-service magazine of the Sixties. Its 12 million readers are getting more out of it—are doing more with it. Discover the exciting new American Home.

A Curtis Magazine read by 3,600,000 families with a consuming interest in the home.

Allegan
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BENTON HARBOR
ST. JOSEPH
Berrien
Cass

DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach,** utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined!** Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:

POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.

and "other" 8.55%.

It has 427 employes in four offices. The agency celebrated its 25th anniversary during the year, and started a new building, a 30,000 sq. ft. annex to its suburban headquarters.

Robert E. Britton, who as vp headed the agency's industrial and commercial accounts group, was named a senior vp and executive director of the consolidated marketing, media and research department. Darrell C. Roberts, executive assistant to the president, was named administrative vp. John H. Byrne, named last year as vp in charge of international operations, resigned to join Hockaday Associates as senior vp. MJ&A figures 1960 billing will be up 15%.

Maxon Inc., headquarters Detroit, billed $27,000,000 in 1959, of which $3,200,000 represented capitalized fees. In 1958, comparable figures were $26,600,000 and $3,000,000.

The agency added DWG Cigar Corp. in March, National Van Lines in September, and Jacob Schmidt Brewing Co. in November, and Schulze & Burche Biscuit Co. It lost Magnavox Co., which billed around $475,000.

Media breakdown: television 52%, newspapers 18%, magazines 11%, radio 6%, outdoor 3%, business papers 5%, and art, production and miscellaneous 5%. The agency has 250 employes in four offices, including a new office opened in Minneapolis during the year, headed by Charles J. Hawkins, formerly a BBDO account supervisor. New vps were Victor G. Kenyon, James G. Macpherson and Allen Z. Hodshire. Philip L. Crittenden left Maxon, Chicago, to become midwestern manager of Harper-Atlantic Sales, Chicago.

McCann-Erickson, New York, billed $304,000,000 in 1959 (including fee revenues capitalized), compared with $207,000,000 in 1958. Of the 1959 total, $231,000,000 was billed in the U.S., compared with $207,000,000 in 1958. On the international front, McCann's 1959 billings rose to $73,000,000, up from $58,000,000 reported in 1958.

The account list was increased by Liggett & Myers' Duke of Durham cigarets, Nestea, Decaf, and Maggi soups from Nestle, Schenley's Kentucky Crest bourbon, Simmons Co.'s Hide-a-Bed and upholstered furniture, Swift's Candlelight frozen dinners, and a bevy of Cleveland accounts—Columbus Coated Fabrics, Miraplan Tile Co., Federal Enamel & Stamping Co., and Cleveland Hospital Council.

The agency added (in the McCann-Marschalk Co., or Marschalk & Pratt division, as it has been called) Magnavox Co., Otto Bernz Co., Roquefort Assn., Ryder System, and Worcester Royal Porcelain Co. It lost Chesebrough-Pond's hair tonics and Pertussin products; Columbia Records; B. F. Goodrich footwear and flooring products; National LP-Gas Council.

The agency went through a substantial organizational change in order to shape it along the lines its management thinks will be required during the '60s—it now has three distinct groups: McCann-Erickson Advertising (U.S.A.) which handles domestic; McCann-Erickson Corp. (International), which handles international accounts; McCann-Marschalk, which handles smaller and industrial accounts in the U. S. and has a small number of offices of its own abroad; and the parent holding company, McCann-Erickson Inc., along with a battery of service companies.

The agency has 4,200 employes in 56 offices. Among the people added during 1959: A. F. Guckenberger, former advertising vp of Ward Baking; Ben Gedalecia, former vp in charge of research for BBDO; Crawford Paton, former director of planning for Warner Bros. Co.; Hal Graham, who rejoined after a stint with CBS-TV in Hollywood; Carl Spielvogel, former advertising news columnist for the *New York Times.*

The West Coast offices were changed somewhat—Frederick H. McCrea, Calpak account supervisor, was named San Francisco manager; David J. Hopkins was transferred from New York to Los Angeles as manager, succeeding Reginald Twiggs, who joined Cunningham & Walsh; David Boffey was named regional creative director for West Coast offices. Paul Swaffield, formerly with B. F. Goodrich, became Boston manager as Hugh A. Mitchell retired. W. R. Wright, ex-Canadian National Railways, became president of the Canadian Mc-E, succeeding Evan W. Hayter, who died at 48. Thomas J. (Tim) King, formerly senior vp of D. P. Brother & Co., joined as management service director on Buick in Detroit. On the international

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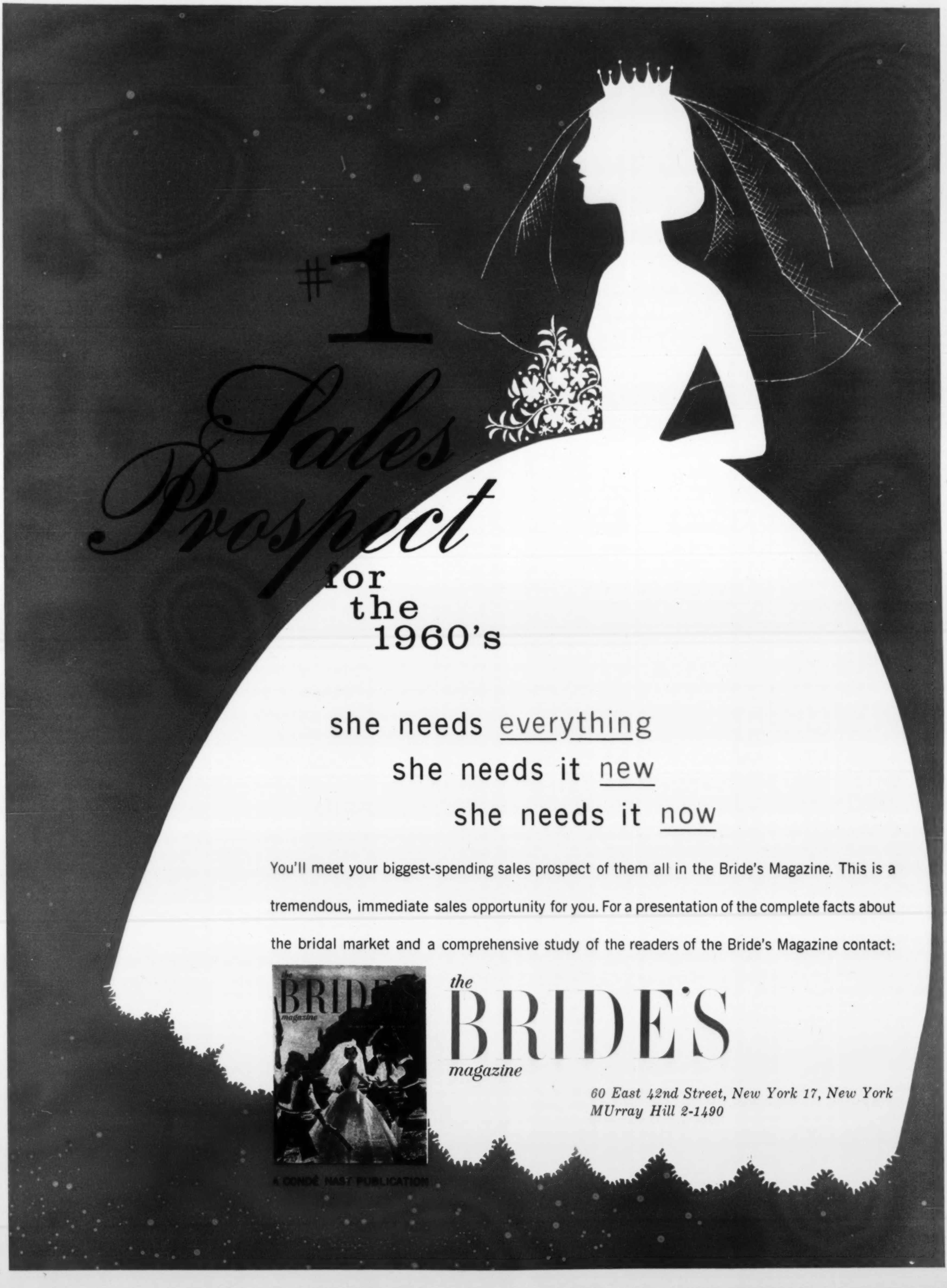


#1 *Sales Prospect* for the 1960's

she needs everything
she needs it new
she needs it now

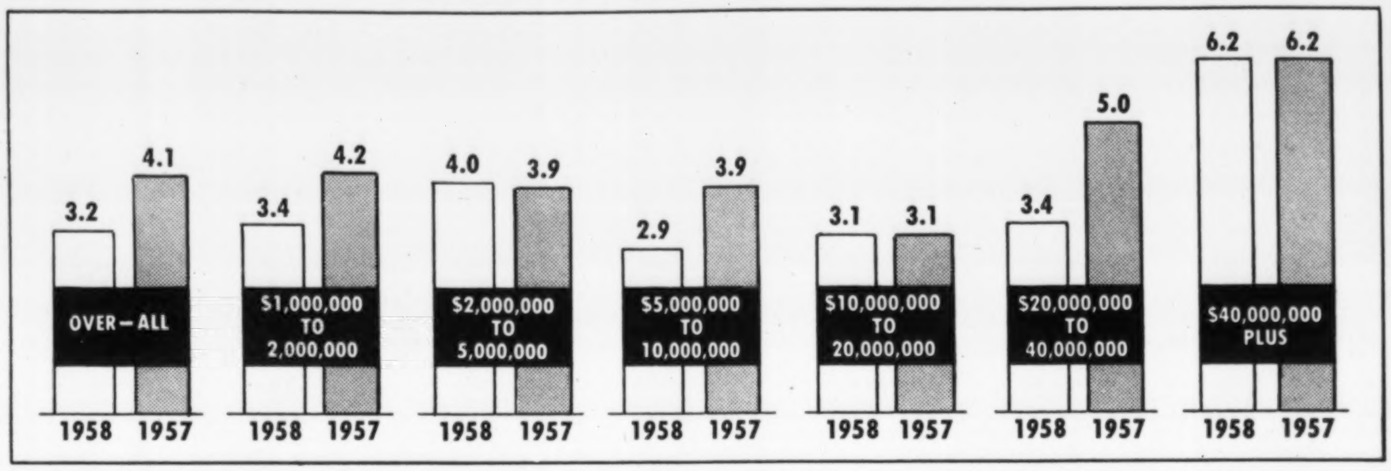
You'll meet your biggest-spending sales prospect of them all in the Bride's Magazine. This is a tremendous, immediate sales opportunity for you. For a presentation of the complete facts about the bridal market and a comprehensive study of the readers of the Bride's Magazine contact:

the
BRIDE'S
magazine

60 East 42nd Street, New York 17, New York
MUrray Hill 2-1490

Profits for Advertising Agencies by Billings Brackets, 1957-58

Profits as a Percentage of Gross Income



BILLINGS UP, PROFIT DOWN—*A survey of agencies shows 53% hiked their billings in 1958, compared with 1957, but for the second consecutive year more than half (68%) saw their profits take a nosedive.*

front, McCann opened offices in Milan and Geneva, bought Hansen-Rubensohn in Australia, thus became the third biggest agency in Australia.

Arthur Grimes, exec vp of McC-E International, went to Australia for temporary duty. Sylvester (Pat) Weaver, joined McC-E International as chairman; Armando Sarmento, head of McC-E in Brazil, was brought to New York as president; and Peter V. Lorne was promoted to managing director in London. The international division picked up Coca-Cola in Australia, the remainder (chemical) of Olin Mathieson international, and Goodyear Tire in Mexico. It lost Norwich Pharmacal international advertising.

A number of McCann men left the agency: Anthony Hyde, Paul K. Hogue, Rudyard McKee and Stever Aubrey (the latter two to Thompson), William Breen, Edward Mayer, Lansing Lindquist, Howard Chase (to open his own pr company).

Needham, Louis & Brorby, Chicago, billed $39,156,268 in 1959, of which $858,482 represented capitalized fees. In 1958, comparable figures were $38,140,792 and $383,525.

NL&B added Philips Electronics Industries Ltd. (Philishave), *Business Week*, Massey-Ferguson Ltd. and Mars Inc. It lost Palm Beach Co. and Indian Head Mills. And in one of the bizarre account switches of the year, it lost broadcast advertising on Renault, estimated at about $2,500,000.

Media breakdown: television 45.9%, magazines 20.9%, newspapers 8.6%, radio 8%, supplements 3.3%, outdoor 5.2%, business papers 4.7%, farm publications 3.9%. It has 326 employes in four offices.

Richard H. Needham, vp, was elected to chairman of the operating committee, and Blair Vedder Jr. was named secretary, both appointments following an agency policy of rotating membership and responsibility on the committee. James G. Cominos was named vp in charge of radio-tv programming, and James L. Isham, vp for creative services. The agency celebrated its 35th anniversary early in January of 1960. It expects 1960 billing "in excess of $40,000,000."

Norman, Craig & Kummel billed $31,850,000 in 1959, of which $4,100,000 represented capitalized fees, and $1,050,000 was billed abroad. In 1958, comparable figures were $30,100,000, $3,850,000, and $250,000.

NC&K added Hertz Rent-a-Car (about $4,000,000), Chesebrough-Pond's $3,000,000 hair tonic account, and Pond's Angel Touch and lipsticks, and at the end of the year added Jacob Ruppert Brewer. It also benefited in a shuffle of Schenley brands, adding Cream of Kentucky, James E. Pepper bourbons and Kintore scotch.

It lost Hudson Pulp & Paper, Cresta Blanca in the shuffle of Schenley, and Savoy car shampoo, which went out when the company was bought by Seeman Bros.

Media breakdown: television 40%, magazines 21%, newspapers 10%, supplements 8%, radio 9%, outdoor 6%, business papers and farm publications 2% each. NC&K has 265 employes in three offices.

During the year it name A. L. Chopp, former ad and sales promotion manager of the range department of General Electric Co., director of its expanded Chicago office; Gerald Shapiro, former ad manager of Maiden Form Brassiere Co., joined as vp and senior account executive on the Maiden Form account at NC&K. The agency forecasts a 15% gain in volume in 1960.

Ogilvy, Benson & Mather, New York, billed $25,903,424 in 1959, of which $3,062,424 represented capitalized fees. In 1958, comparable figures were $18,536,000 and $1,907,000.

During the year OBM added General Foods' regular Maxwell House coffee, Bristol-Myers' Ban, and Vick Chemical's Double Buffered Cold Tablets. It resigned Seagram's Lord Calvert whisky.

Media breakdown: television 55.43%, magazines 21.85%, newspapers 7.78%, supplements 5.78%, radio 6.85%, outdoor 0.39%, and business papers 1.92%. The agency has 268 employes in two offices. Among the significant personnel changes: the agency acquired John Hoagland, previously vp and broadcast account supervisor at BBDO, as vp and associate director of the broadcast department; Lawrence D. Benedict, who had been OBM's account executive on Lord Calvert, joined Calvert Distillers as ad manager for Lord Calvert, Canadian Ten and Calvert gin; and Peter Ripps, agency vp, quit to join client Helena Rubinstein as marketing director.

Fletcher Richards, Calkins & Holden, New York, billed $26,256,782 in 1959, of which $1,350,000 represented capitalized fees. In 1958 the Richards agency billed $18,668,000, of which $543,000 represented capitalized fees.

This agency, which represents the merger of Fletcher D. Richards Inc. and Calkins & Holden, also merged with Bryan Houston Inc. during the year, at which time it acquired Houston accounts like J. P. Stevens, Simplicity Patterns, Macfadden Publications, Remington Rand International electric shavers, *Newsweek* and Heublein food division. At that point the agency resigned Durham-Enders Razor Corp. and Houston surrendered Relska vodka and Vatted vermouth because of Richards' National Distillers business.

Otherwise, the agency added National Distillers' Hill & Hill, Bourbon de Luxe, and Kentucky Colonel whiskies and Cinzano wines, J. P. Stevens' Forstmann Woolens division, Arvida Corp. (Florida realty and development company headed by Arthur Vining Davis). It added Potter & Brumfield, subsidiary of American Machine & Foundry in Chicago, Warner Bros. Records in Los Angeles, Sonic Arts in Chicago, the National Guard Bureau, and Consolidated Freightways in San Francisco.

When Edmund F. Johnstone joined the agency with Calkins & Holden as an exec vp, he brought with him Dunbar division of Chemway Corp., Lydia O'Leary, Sofskin and Rapidol, all of which except Rapidol followed him to Kastor, Hilton, Chesley, Clifford & Atherton early this year. The New York Stock Exchange left in midyear, and San Francisco's Langendorf United Bakeries left, as

1ST In the Nation in Boat Advertising

Over 595,560 lines of Marine Advertising in 1959 covering Ft. Lauderdale, one of America's Great Boating Markets, where there are over 20,000 registered boats—265 miles of navigable waterways.

"It's the ONLY newspaper covering this big market!

Three Time Winner of Boating's Golden Award 1957 · 1958 · 1959

Fort Lauderdale News

autres pays, autres moeurs!

Marketing in Europe demands a good on-the-spot advertising agency well versed in all forms of publicity. There are two Allardyce Palmer companies, one in London serving Great Britain and the Free Trade Area, the other in Paris operating in the Common Market; associated agencies co-operate in all important European countries. For more than 20 years Allardyce Palmer have acted for several U.S. organisations with outstanding success.

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Advertising

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If the long arm of your organization gets rather thin by the time it reaches Canada, we can help you—*confidentially*, of course.

Media planning, copy re-writing and French creative service, production supervision—*all tailored to Canadian dates and ways*—gives you complete Canadianization of your campaign.

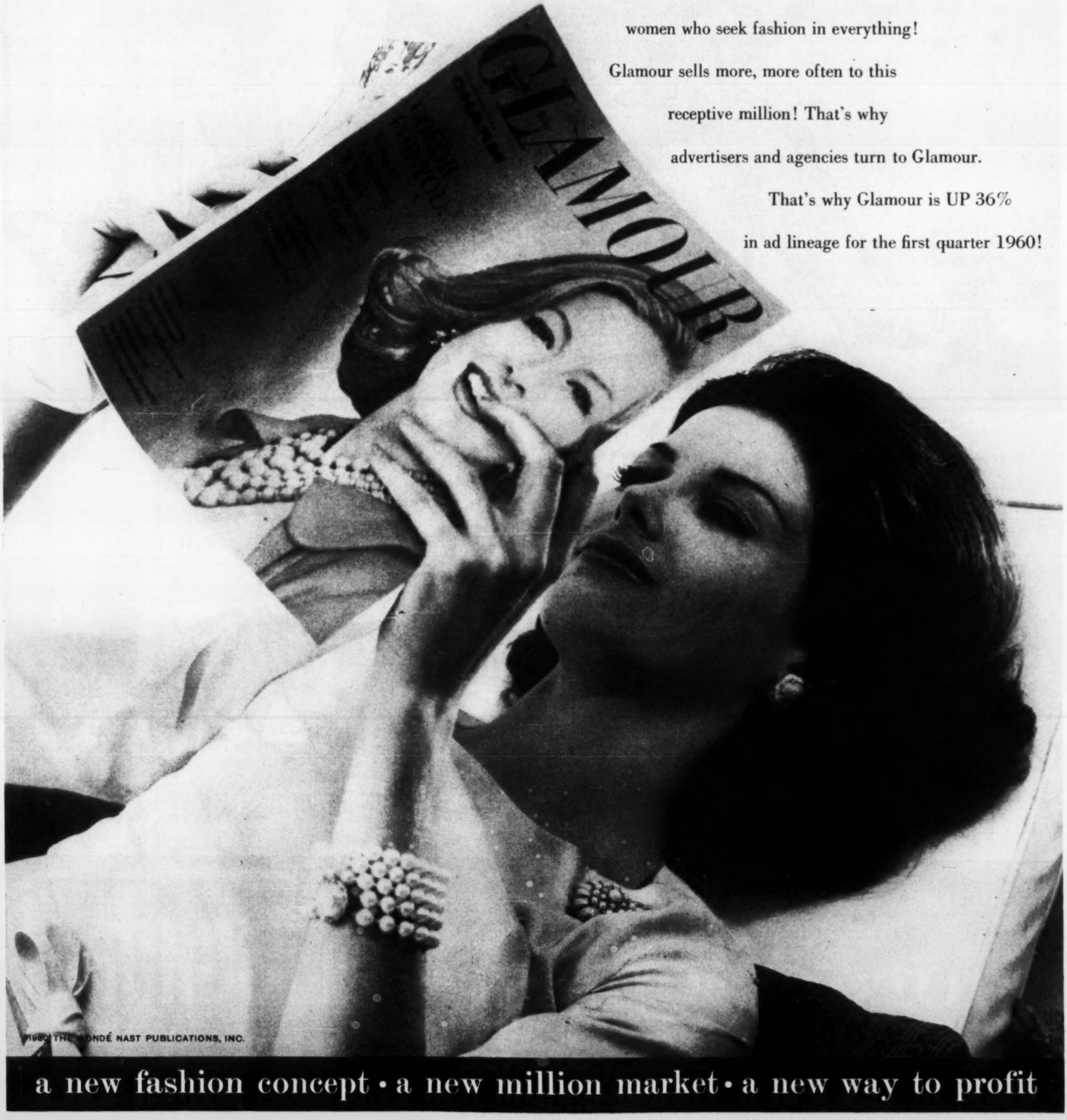
Fee basis, and you retain control of Canadian billings.

'Johnny-on-the-spot in Canada'

Trinity Advertising Services of Canada Limited
1240 Drummond Street, Montreal, Canada. UN 6-2898

MULTIPLY A PRETTY GIRL BY A MILLION

. . . that's the eager young audience which turns to the new Glamour incorporating Charm—the fashion magazine with a mighty million circulation—the "how-to" authority for young women who seek fashion in everything! Glamour sells more, more often to this receptive million! That's why advertisers and agencies turn to Glamour. That's why Glamour is UP 36% in ad lineage for the first quarter 1960!



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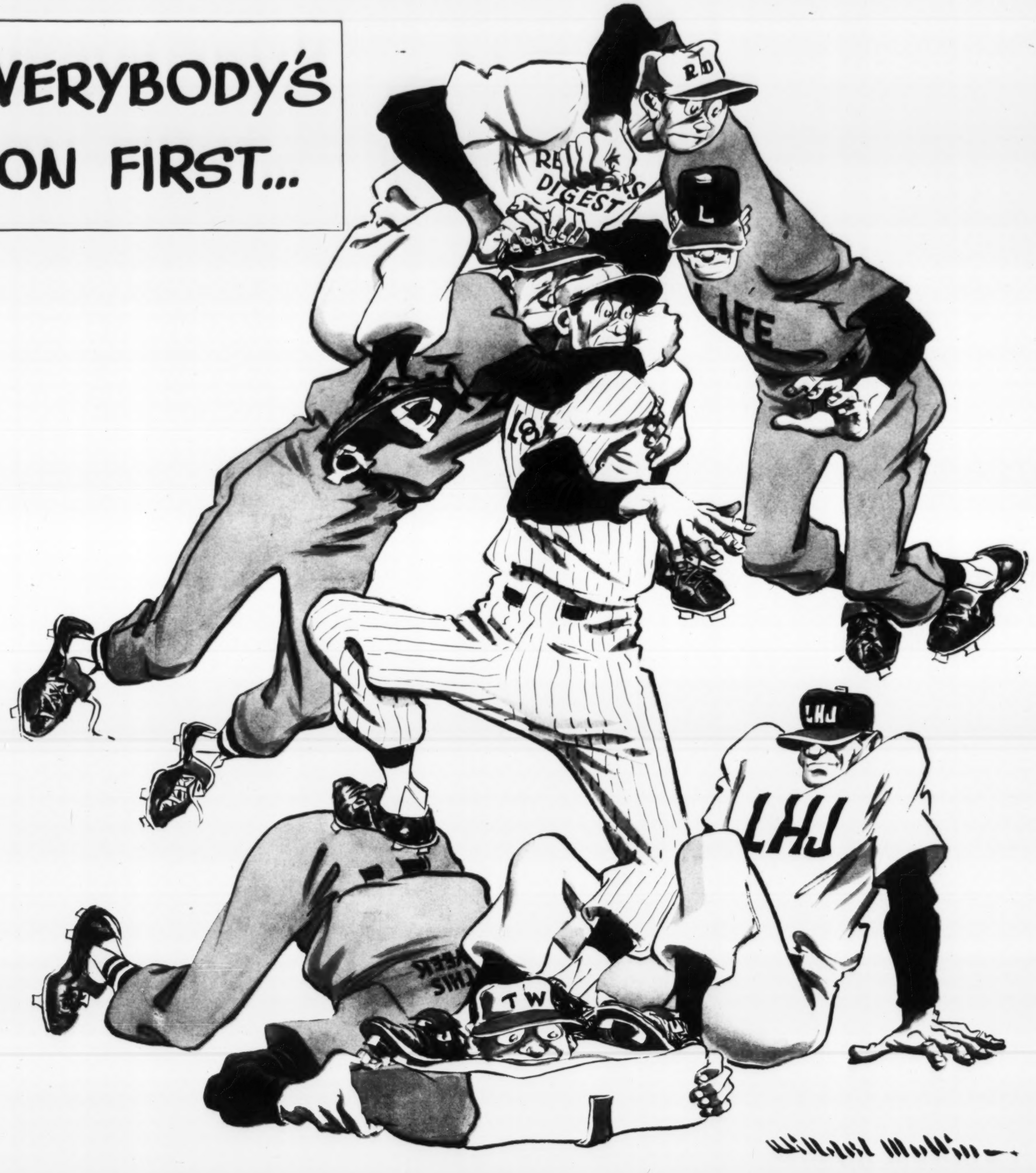
a new fashion concept • a new million market • a new way to profit

EVERYBODY'S ON FIRST...


RD
READERS DIGEST
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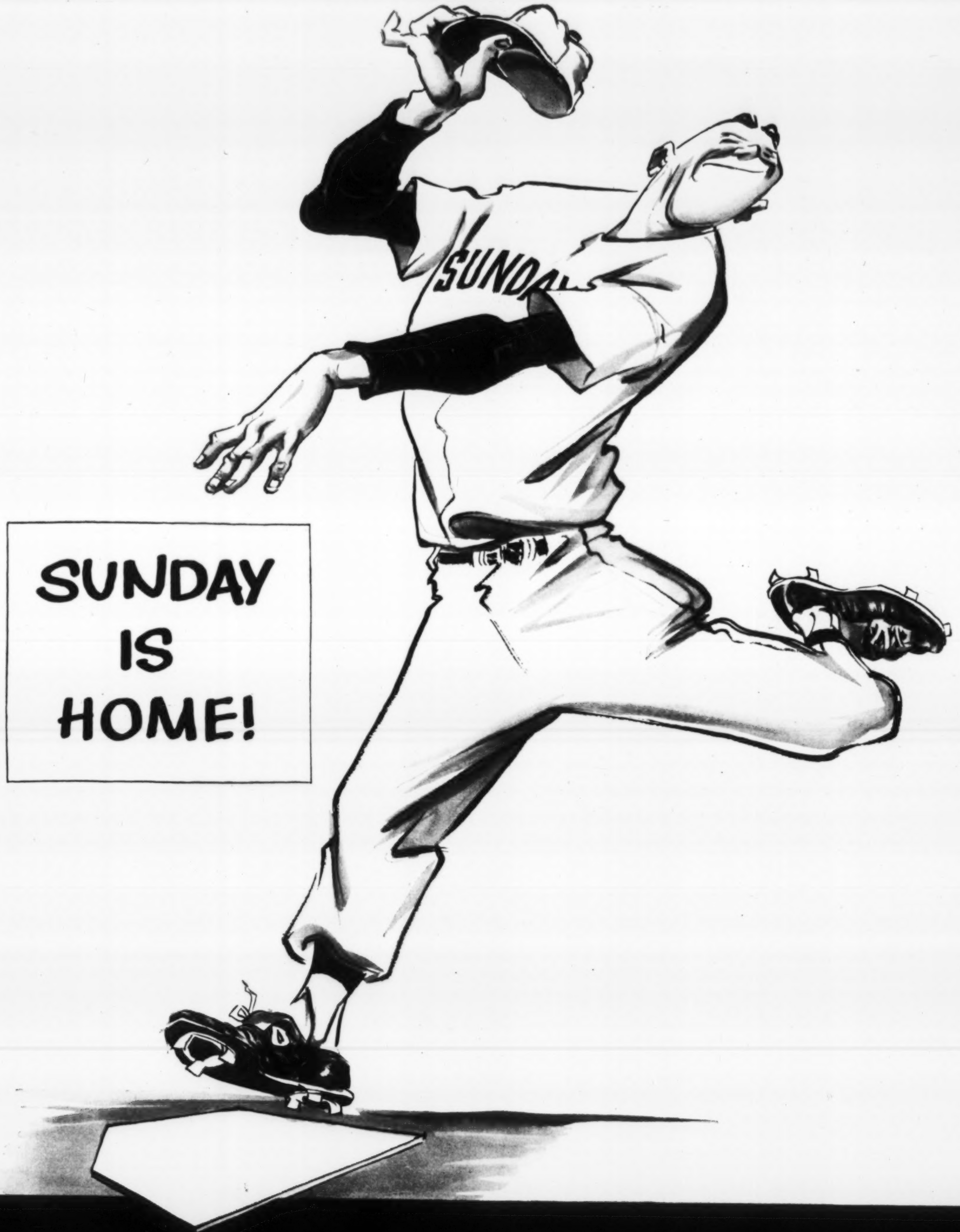
more people read **Sunday**™

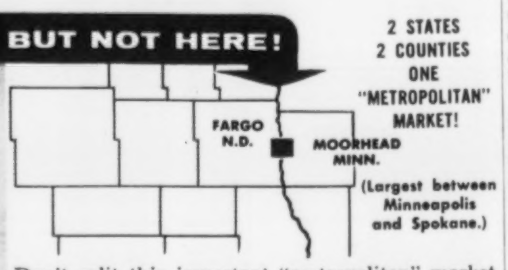
over 17,000,000


SUNDA
SUNDAY IS HOME!

than any other magazine

ABC circulation

dividing's fine . . . . BUT NOT HERE!



2 STATES
2 COUNTIES
ONE
"METROPOLITAN"
MARKET!

(Largest between Minneapolis and Spokane.)

Don't split this important "metropolitan" market because of a state-river boundary! Only this technicality prevents the Fargo — Moorhead 2-county area from being listed as a "standard" metropolitan market. We live and buy as ONE big community, with 104,500 people in the 2-county area, 277,100 in the big retail trading zone. And The Forum-News delivers almost 100% coverage *where* you want it, compared with only 8% by any Minneapolis daily!

Represented by Kelly-Smith Company

THE FARGO FORUM
Moorhead News
Largest circulation in North Dakota and western Minnesota

did Liquid Carbonic Division of General Dynamics Corp. Crane & Co., which had been with Calkins & Holden since 1902, left, as did WBBM-TV, in Chicago.

Walter Lurie resigned last month to join Grant Advertising, taking with him five accounts he controlled—Long Island Railroad, Jetro (Japanese External Trade Promotion Agency), Industrial Bank of Commerce, Brother International and Duvernoy Baking.

Media breakdown: newspapers 30%, magazines (including business papers, supplements and farm publications) 32.5%, radio 11.5%, television 10%, outdoor 4%, "other" 12%.

During the year Mr. Johnstone left, Norman Warren became vp and creative director of the Los Angeles office, Daniel Gordon was named media director, and later resigned and was replaced by John J. Ennis of the Houston agency. Maitland Jones, formerly vp and creative director, resigned after Paul Smith, formerly C&H president, was named creative director. James H. Cobb joined as vp in charge of marketing and merchandising on Eastern Airlines, previously having headed the Burke Dowling Adams office in New York, and later was with Adams & Keyes. Frank Flagg, formerly vp of Ancient Age-I. W. Harper division of Schenley, joined the agency's National Distillers group. The agency estimates 1960 volume will be up 24%.

Sullivan, Stauffer, Colwell & Bayles, New York, billed $46,000,000 in 1959, up from $43,000,000 in 1958.

It had a notable new business year, adding *This Week*, Lipton's regular and instant tea, and Bulova's radio and stereo sets (the last effective in 1960); it also acquired new products from present clients—Cover Girl and Droplets from Noxzema Chemical Co., Riviera cigarets from American Tobacco, and AM & PM fruit juices from Duffy-Mott Co. It resigned two accounts because of client conflicts—Salada-Shirriff-Horsey and Smith Bros.

The agency has 385 employes in two offices. Last year was a year of notable personnel acquisitions at SSC&B:

Alfred J. Seaman, formerly exec vp of Compton, as chairman of SSC&B's executive committee; Harry G. Ommerle, former vp in charge of network programs for CBS, as senior vp; Clements Hathaway, who had directed General Foods' new products department, as vp and management supervisor; Douglas J. Coyle and Horace E. Curtis, respectively from Kenyon & Eckhardt and Benton & Bowles, as vps and management supervisors; Lloyd Harris, ex-Young & Rubicam, as vp and media department manager; Louis G. Menna as senior art director; Earl J. Obermeyer, formerly with Wildroot, as account executive; Douglas J. Gallow, Colgate-Palmolive senior market research analyst, as executive assistant in the agency research department; Nelson O. Argueso, formerly treasurer of Doherty, Clifford, Steers & Shenfield, as controller; Richard N. Risteen, formerly associate marketing director at BBDO, as merchandising account executive.

Account executive Charles H. Weissner Jr. left to join Seagram Distillers as national advertising manager, and copy group head Richard Miller became vp in charge of copy at Cohen, Dowd & Aleshire. During the year vp Barrett Welch was advanced to the executive committee, and Edward W. Dooley, Ralph T. Smith, Richard D. Wylly and George J. Boris became vps. The agency estimates 1960 volume up 17%, or about $54,000,000.

Tatham-Laird, Chicago, billed $31,590,000 in 1959, of which $144,400 represented capitalized fees. In 1958 the agency billed $18,000,200 and $68,700 represented fees. This is Tatham-Laird's first appearance in the over-$25,000,000 group, and its percentage increase in billing (68%) is the largest in the group of agencies.

During the year it added E. J. Brach & Sons, Formfit Co., Whitehall Laboratories' Dristan and Dondril, E. C. DeWitt & Co., General Mills' 3 Little Kittens, Boyle-Midway's Easy Off Window Spray and Oven Cleaner and Griffin Shoe Polish, and Libby, McNeill & Libby canned meats. Of these the most impressive from a billing standpoint is Dristan, which followed Harold Frazee from Bryan Houston to Tatham-Laird with the $6,500,000 account. T-L lost Procter & Gamble's Fluffo, four General Mills' products—Korn Kix, Trix, Sugar Jets, and Betty Crocker muffin mixes—and would lose Geo. Weidemann Brewing Co.

OVER 1/4 MILLION PEOPLE
QUAD-CITIES

ROCK ISLAND
MOLINE
EAST MOLINE
DAVENPORT

2ND IN FOOD SALES IN IOWA-ILLINOIS

QUAD-CITY RETAIL FOOD SALES SET $85.6 MILLION RECORD The Quad-Cities' one quarter million people keep the cash registers busy in some 280 local food retail outlets. Eagle Food Centers, National Tea (district) and many other regional chains, buying groups and wholesalers have headquarters here. Map at right shows ranking of the major food markets in Iowa-Illinois.

Quad-City home-town newspapers penetrate 99.8% of the 83,700 households.
THE COMPLETE COVERAGE MEDIUM OF THE MARKET

QUAD-CITY NEWSPAPERS

DAVENPORT MORNING DEMOCRAT
DAVENPORT EVENING TIMES
Represented by JANN & KELLEY, Inc.

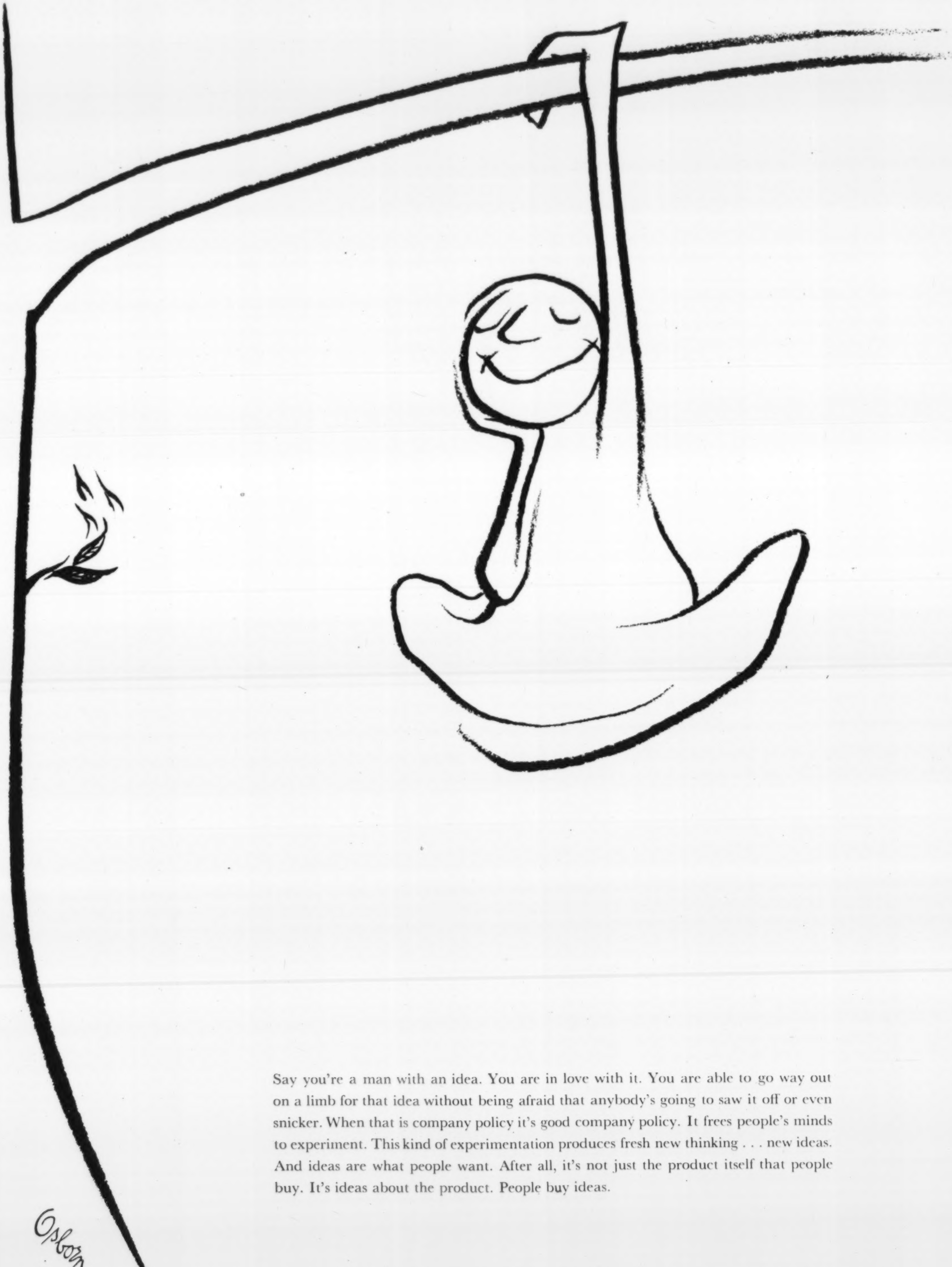
MOLINE DISPATCH
ROCK ISLAND ARGUS
Represented by ALLEN-KLAPP

IOWA
DES MOINES 4
2 QUAD-CITIES
5 ROCKFORD
1 CHICAGO
3 PEORIA
ILLINOIS

RETAIL FOOD SALES

1. CHICAGO	$2,055,002,000
2. QUAD-CITIES	85,609,000
3. PEORIA	85,452,000
4. DES MOINES	78,542,000
5. ROCKFORD	55,274,000

Source: Sales Management May 10th. 1959 Survey of Buying Power



Say you're a man with an idea. You are in love with it. You are able to go way out on a limb for that idea without being afraid that anybody's going to saw it off or even snicker. When that is company policy it's good company policy. It frees people's minds to experiment. This kind of experimentation produces fresh new thinking . . . new ideas. And ideas are what people want. After all, it's not just the product itself that people buy. It's ideas about the product. People buy ideas.

YOUNG & RUBICAM, ***advertising***

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • HOLLYWOOD • TORONTO • MONTREAL • MEXICO CITY • SAN JUAN • CARACAS • LONDON • FRANKFURT • GENEVA

Just the facts, man*

In Michigan's
number two market
WJIM-TV is first by far

*Lansing Nielsen.... November 1959
Lansing ARB.... November 1959

COVERING THE NATION'S 37TH MARKET

WJIM-TV
Strategically located to exclusively serve
LANSING...FLINT...JACKSON

Basic CBS
NBC... ...ABC

Agency Profits by Billings Bracket

1948-58

Profits as a Percentage of Gross Income

Year	All Groups	$1-2 Mil.	$2-5 Mil.	$5-10 Mil.	$10-20 Mil.	$20-40 Mil.	Over $40 Mil.
'48	6.9%	7.6%	5.7%	6.9%	—	—	—
'49	5.3	7.4	4.7	4.6	10.6%	12.8%	9.4%
'50	6.4	4.7	5.3	4.7	9.7	12.1	7.5
'51	6.2	6.2	5.3	4.8	6.8	8.1	5.9
'52	6.2	6.1	5.0	4.6	4.3	7.0	4.9
'53	6.1	6.7	4.5	3.0	4.5	5.2	6.1
'54	5.4	4.7	4.4	3.6	3.3	5.1	8.3
'55	5.5	6.1	3.8	5.2	3.4	7.2	7.9
'56	5.2	5.2	4.6	5.3	4.3	6.2	8.9
'57	4.1	4.2	3.9	3.9	3.1	5.0	6.2
'58	3.2	3.4	4.0	2.9	3.1	3.4	6.2

STILL DROPPING—*Agency profits dropped from 4.1% of gross income in 1957 to a record low of 3.2% in 1958, according to figures obtained by Advertising Age from confidential sources. For the second consecutive year, profits hit a record low despite higher billings.*

early in '60.

Media breakdown: television 63.6%, print 29.18%, radio 5.87%, transit & outdoor 0.83%, miscellaneous fees 0.52%.

During the year the agency elected the first vps in its 13 years: George Bolas and Charles R. Standen. In New York, Mr. Frazee became account supervisor and head of the drug division; David G. Watrous, formerly with Benton & Bowles, and Edwin D. Kuhn, formerly with Cunningham & Walsh, joined as account supervisors. The agency has 250 employes in three offices, and forecasts a 15% gain in 1960.

J. Walter Thompson Co. billed an estimated $328,000,000 in 1959, of which $101,000,000 was billed abroad. Last year, comparable figures were $302,000,000 and $88,000,000. Neither figure represents capitalized fees.

The international division continues to grow rapidly at Thompson; it may handle considerably more than $101,000,000 in 1960, and its enthusiasts believe that within less than a decade international billing will be larger than domestic at JWT.

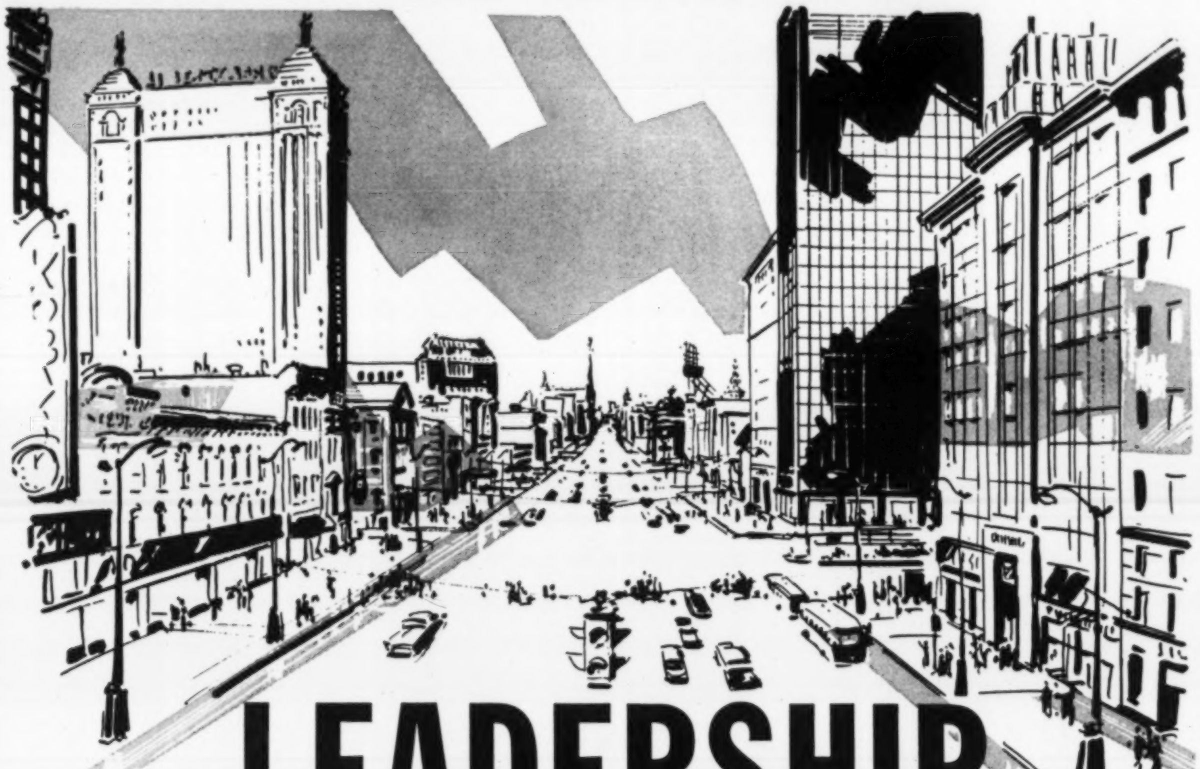
Thompson had a good new business year: It added Radio Corp. of America ($12,000,000), regained Chase & Sanborn (about $6,500,000), took on the Ford Falcon, added Boyle-Midway's Aerowax deodorizers, and the entire B-M account in Canada, added Oscar Mayer, the Chicago, Milwaukee, St. Paul & Pacific Railroad, and abroad added Schlitz export, Pepsi-Cola in Germany, General Electric in Britain, RCA in Canada.

It dropped major business also: Johns-Manville ($2,000,000) after 28 years, Ward's Baking ($2,000,000), Sylvania ($3,500,000), Chun King and Borg-Warner corporate (each about $1,200,000), Libby, McNeill & Libby ($500,000) to make way for Oscar Mayer, three times as big in volume. It lost Mytinger & Casselberry (Nutrilite) Pacific Mills, Church & Dwight, Friden business machines, Pharma-Craft (after regaining Coldene at the first of the year). It dropped Pond's Angel Touch and lipsticks in a product shuffle which brought five new Chesebrough-Pond's products to the agency.

Media breakdown: newspapers 17.5%, magazines 26%, radio 6%, television 37%, outdoor 5.5%, business papers 4%, direct mail 2%, "other" 2%. It has 5,750 employes worldwide, 2,450 in this country.

It added Charles A. Rheinstrom, who returned from American Airlines; Rudyard McKee, former McCann-Erickson director; Thomas Santacroce, formerly with Compton and Ruppert; Aldis P. Butler, formerly Young & Rubicam's Detroit manager, in New York; Burton Durkee, former exec vp of Botsford, Constantine & Gardner, in Detroit.

Shifts sent John McQuigg to New York, making William D.



LEADERSHIP

in BUFFALO DEPARTMENT STORE advertising

In 1959 The BUFFALO EVENING NEWS led the morning newspaper by 4,600,000 lines and the Sunday newspaper by 2,000,000 lines, publishing 84½% of the advertising published in the two daily newspapers, and 53% of the total of daily and Sunday newspapers combined. The following figures are from Media Records:

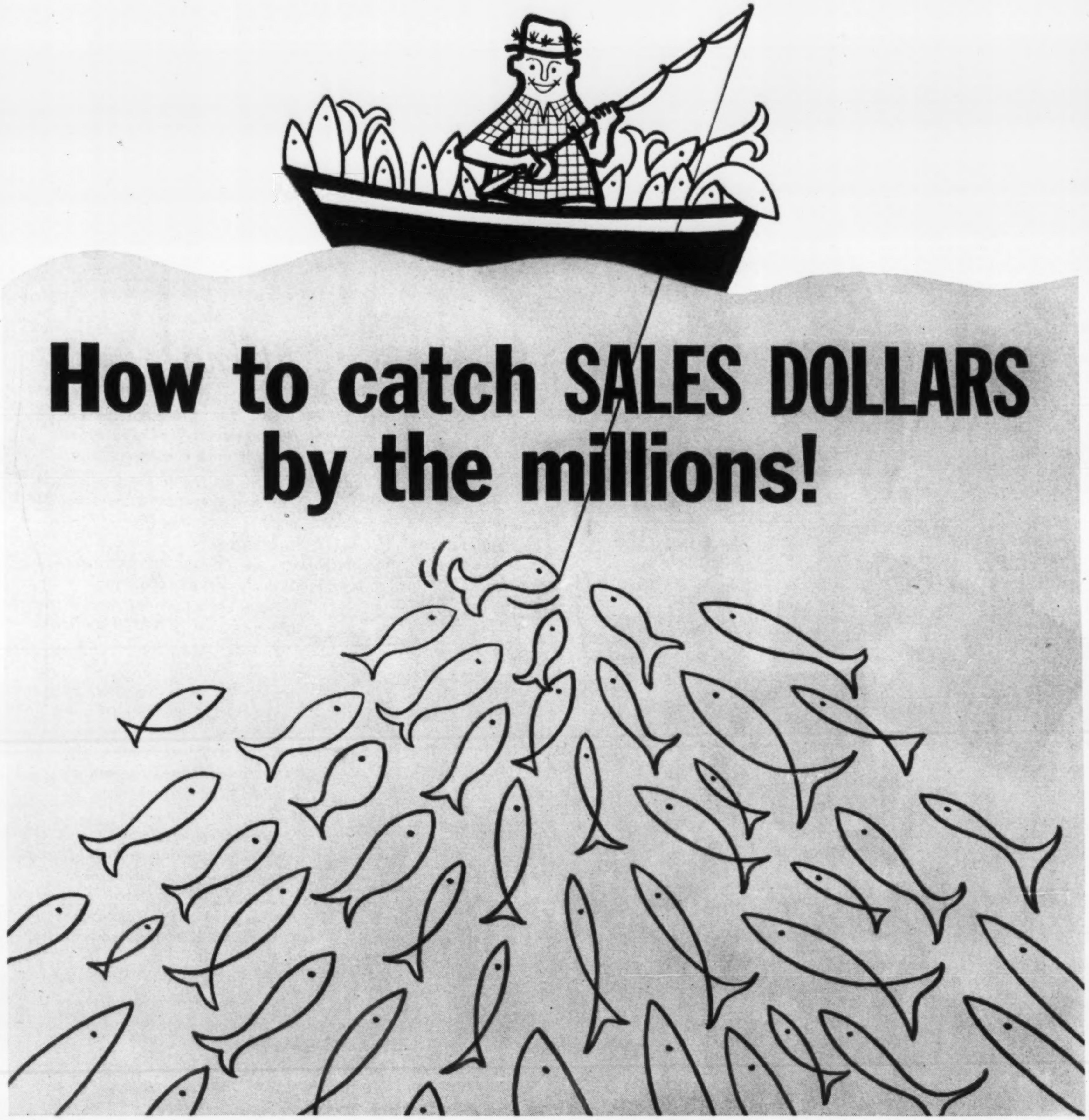
Department Store Totals:

	NEWS *Evening*	COURIER-EXPRESS *Morning*	COURIER-EXPRESS *Sunday*
1959	6,819,197 lines	1,244,959 lines	4,803,398 lines
1958	6,410,606 lines	1,298,967 lines	4,428,090 lines

BUFFALO EVENING NEWS

KELLY-SMITH CO.—National Representatives

WESTERN NEW YORK'S GREAT NEWSPAPER



How to catch SALES DOLLARS by the millions!

There is a venerable tale of a New England fisherman, who on every trip returned to port with his boat loaded with nice fat cod.

When an envious fellow asked the peerless fisherman how he managed it, he replied, "I think like a cod and then go where they would go."

Whether you're trying to catch fish or increase sales of your product, it's a proven principle to concentrate your heaviest effort in the areas offering the greatest potential.

You will catch sales dollars by the millions when you go where the most sales are made by using FIRST 3 MARKETS GROUP to concentrate a heavier advertising effort in the 3 top markets of New York, Chicago and Philadelphia. These are key markets where pre-selling of millions of heavy-spending customers through adequate advertising combines with the mass sales volume of giant self-service super markets to produce over 17% of all U. S. Food and Grocery product sales.

In these compact, most profitable markets where the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out, *there is no substitute* for FIRST 3 MARKETS' dominant 55% COVERAGE of all families.

To make your advertising sell *more* where *more* is sold . . . it's FIRST 3 FIRST!

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3
MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

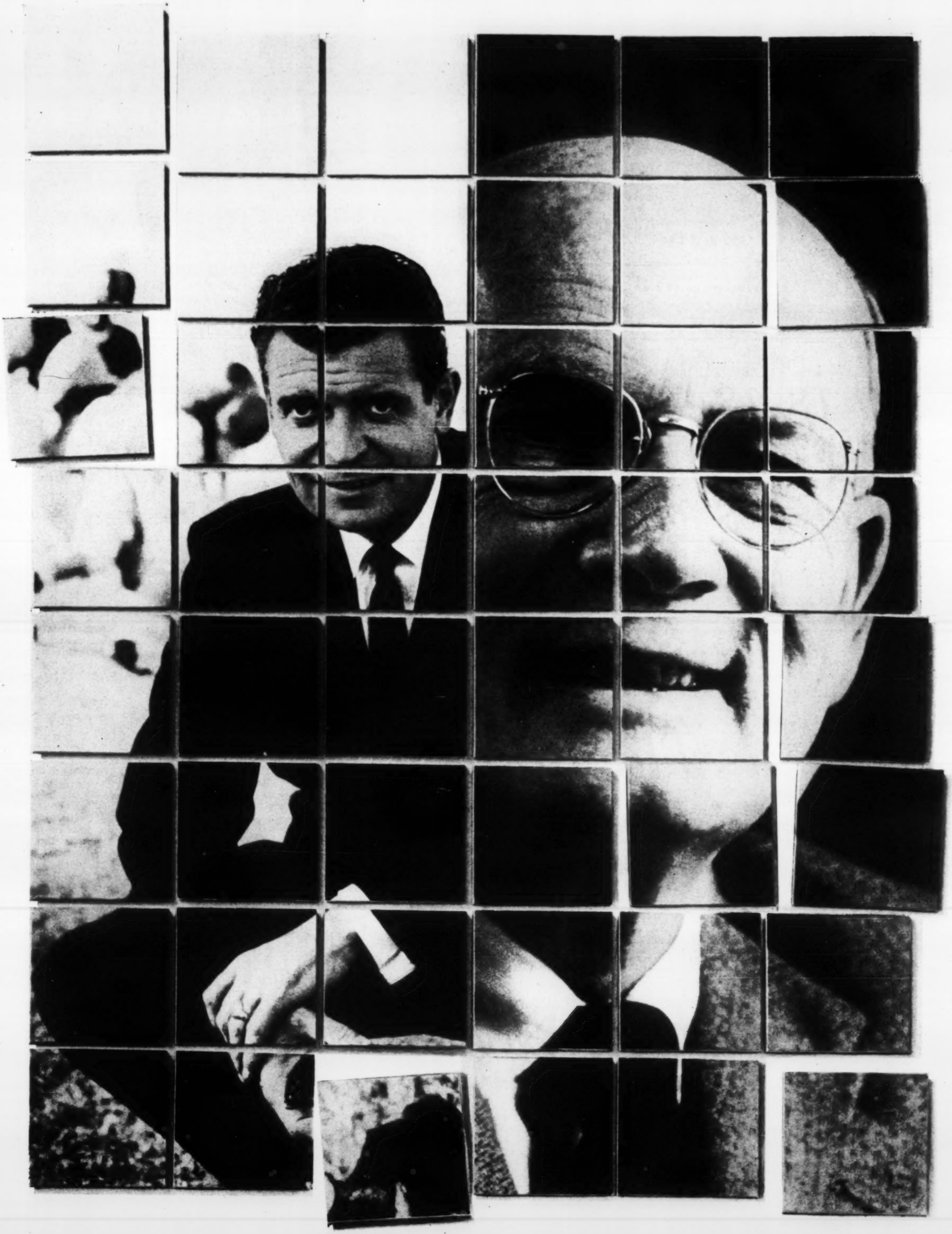
Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, SUperior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GArfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

only fitting . . .

Sportsman Chick Hearn and scholar Dr. Frank Baxter exemplify the substance of KRCA's local television schedule. Chick (NBC's choice for network coverage of West Coast sports events) knows his field from the locker room to the Hall of Fame. The Dodgers, Rams, UCLA, USC, coaches, managers, players and record books . . . form his daily diet and itinerary. He fits together a fascinating sports picture for an appreciative KRCA audience. Dr. Baxter, M.A., Ph.D., D.F.A., Litt.D., has paralleled his scholarly achievements in literature with equally masterful works in television. His KRCA series of 84 programs, entitled "Harvest," presented episodes from man's achievements in the world of art, literature, public affairs and science. It attracted an audience of thousands—and grateful thanks from prominent educators. "Harvest of American Literature," an extension of this series, is Dr. Baxter's current contribution to KRCA's viewers. Mr. Hearn and Dr. Baxter: opposite ends of the programming spectrum? Possibly, but each a fitting example of KRCA's extension of the NBC Television Network concept . . . rewarding television for every program taste.

KRCA *NBC Owned*
Channel 4 in Los Angeles
Sold by NBC Spot Sales



Laurie Jr. Detroit manager; Tom Sutton, formerly manager in Germany, moved to London as managing director of the British company as Douglas Saunders retired as chairman and William Hinks, formerly managing director, moved up to succeed him. Cornwell Jackson left the Hollywood office, and Shirley Woodell, top international vp, went into "semi-retirement" in North Carolina.

Erwin Wasey, Ruthrauff & Ryan, New York, billed $83,000,000 in 1959, of which $23,500,000 was billed abroad. In 1958, comparable figures were $74,664,000 and $20,600,000.

The agency had a good new business year, adding Minneapolis Mining & Mfg.'s Thermofax division; American Cyanamid's corporate, plastic & resins and industrial chemicals divisions; Canadair Ltd.; Colt Fire Arms; Knickerbocker Federal Savings & Loan; Los Angeles Turf Club; Penn Mutual Life Insurance Co.; Structo Mfg. Co.; Siegler Corp.; Union Oil Co. (later the account consolidated at Y&R); Youngstown Sheet & Tube; and Ziff-Davis Publishing.

The agency acquired—through the merger with W. S. Walker Advertising, Pittsburgh, some $3,500,000 in billing, including these accounts: Joy Mfg. Co., Allegheny Ludlum Steel Co., Pittsburgh Coke & Chemical, Chimagro Corp., and Arnold Engineering Co.; it also added the Thermoid and National Electric units of H. K. Porter Co., and KLM Royal Dutch Airline's eastern hemisphere account.

EWRR lost the recruiting account of the U. S. Air Force, the Philishave account of Phillips Electronics in Canada, and Waxed Paper Merchandising Council and Waxed Paper Institute. It also lost Joe Lowe Corp. and Morgan & Lindsey Co. In March it closed the EWRR office in Cincinnati, with John L. Magro, office manager, opening his own agency, and handling these former EWRR accounts: Candle-Lite, Netherlands Hilton Hotel and Steelcraft Mfg. Co.

Media breakdown: magazines 39%, newspapers 23%, radio 9%, television 26%, outdoor 3%. The agency has 1,200 employes in 16 offices.

Among the significant personnel changes last year were: Frederick R. Etchen Jr., who had managed the Pittsburgh office, to be senior vp and general manager of the W. S. Walker division; Harry D. Way named exec vp in charge of the New York office, succeeding Frederick J. Wachter, who resigned; William D. Watson promoted to exec vp in Chicago; James G. Beardsley was named Chicago creative director; and Marvin Richfield was named New York media director. Robert M. Watson, chairman of the board, left to join Kudner Agency, and Orrin Spellman formerly vp and assistant to the president, left to join *Farm Journal* as advertising manager. EWRR expects 1960 volume to be up 15-20%.

Young & Rubicam, New York, billed an estimated $232,000,000 in 1959, of which $35,000,000 was billed abroad. In 1958, the estimated comparable figures were $225,000,000 and $32,000,000.

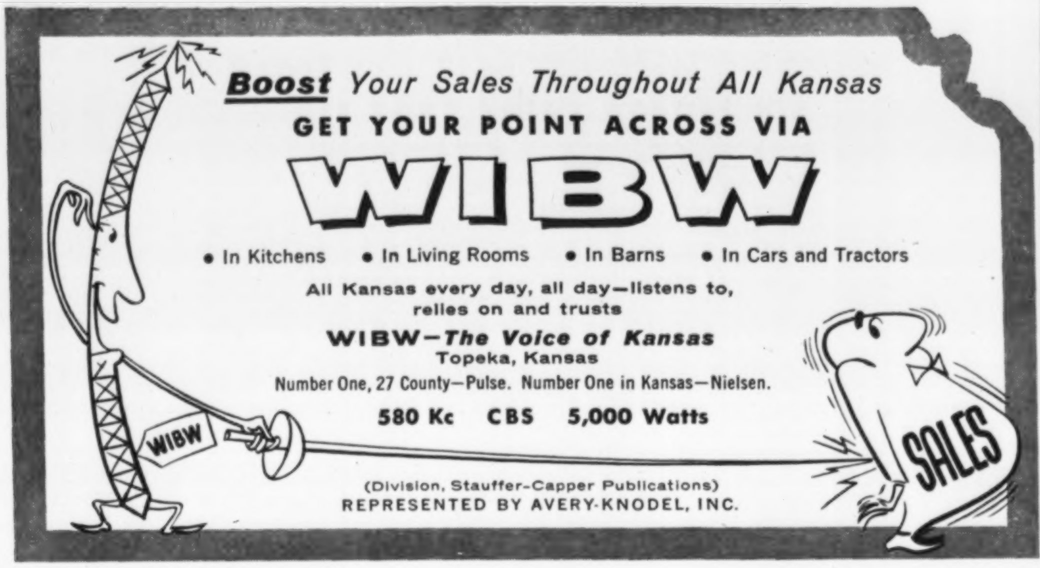
It had a good new business year—it added the $6,000,000 American Airlines account, Borden instant potatoes, Candy-Gram, Pepsi Cola Bottling Co. of Los Angeles (in 1960), American Home Foods' mashed bananas; internationally it added Noe Bourassa Ltd., Montreal packer, effective in 1960, and Molinos Nacionales, Venezuelan subsidiary of International Milling, Minneapolis, and Procter & Gamble in Venezuela.

It lost Lipton tea, Pabst's Eastside beer, United Vintners Petri division, Simmons Co. sofas and upholstered products, Union Oil's broadcast advertising (which returned in 1960), Rothman's cigarets in Canada, and Goodyear Tire & Rubber in Mexico.

Media breakdown: television 37.9%, magazines 28.9%, newspapers 10.9%, supplements 5.6%, radio 5.3%, outdoor 2.8%, business papers 1.8%, farm publications 0.5%, transit advertising 0.2%, "other" 6.1%. The agency has 2,650 employes in 14 offices, and during the year it opened an office in Geneva, its eighth outside the U.S.

Among the significant personnel changes of the year:

Walter P. Glenn, vp and manager of the art department, was named director to succeed Fred S. Sergenian, who retired; Robert P. Mountain moved from tv-radio to vp in charge of new business, being succeeded by Peter G. Levathes, previously director of media relations, with W. E. (Pete) Matthews moving up to media relations vp. Mr. Levathes subsequently re-


Boost Your Sales Throughout All Kansas
GET YOUR POINT ACROSS VIA
WIBW
• In Kitchens • In Living Rooms • In Barns • In Cars and Tractors
All Kansas every day, all day—listens to, relies on and trusts
WIBW—*The Voice of Kansas*
Topeka, Kansas
Number One, 27 County—Pulse. Number One in Kansas—Nielsen.
580 Kc CBS 5,000 Watts
(Division, Stauffer-Capper Publications)
REPRESENTED BY AVERY-KNODEL, INC.

this is money... Readers of the Rotarian Magazine have an average annual income of $14,429.

this is influence... 90% of Rotarian Magazine readers play an active part in company buying. 53% are active in local, regional and national civic and community affairs.

this is spending... 82% are active travelers—take more than 12 trips a year. 84% own their own homes.

this is The Rotarian magazine, which brings you this wealthy, influential audience of 357,390 subscribers at the low, low cost of $3.69 a thousand.

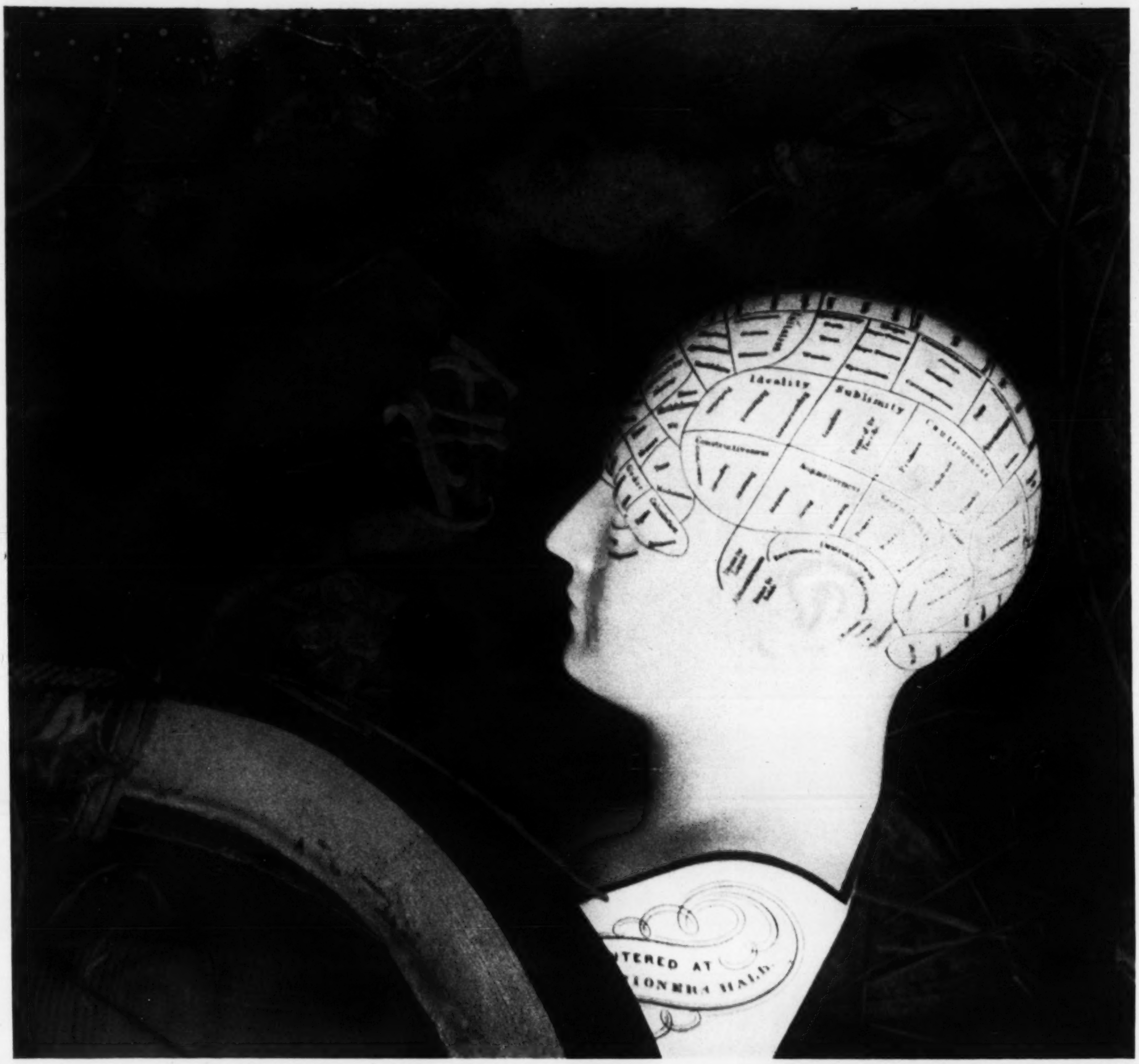
We'll be happy to send you a complete study of THE ROTARIAN Reader, done for us by Market Facts, Inc.

Send for the study of REVISTA ROTARIA too! It's the Latin American counterpart of THE ROTARIAN with a circulation of 43,462.

The Rotarian Revista Rotaria
1600 Ridge Ave., Evanston, Ill.

AUDITED PAID CIRCULATION ABC

The Rotarian
Revista Rotaria
The ROTARIAN
The ROTARIAN
REVISTA ROTARIA
REVISTA ROTARIA
The ROTARIAN
The ROTARIAN



GOOD RIDDANCE TO OLD MASS MIND!

Remember how simple everything seemed in the days of old Mass Mind?

Old Mass Mind sat out there somewhere west of the Hudson . . . a broad-as-a-barn target for anyone with a howitzer full of hard sell.

Books were written for it . . . movies produced for it . . . religions revived for it . . . health theories conjured up for it . . . morality revamped for it. We did everything but name a horse at Jamaica for it. Good old Mass Mind!

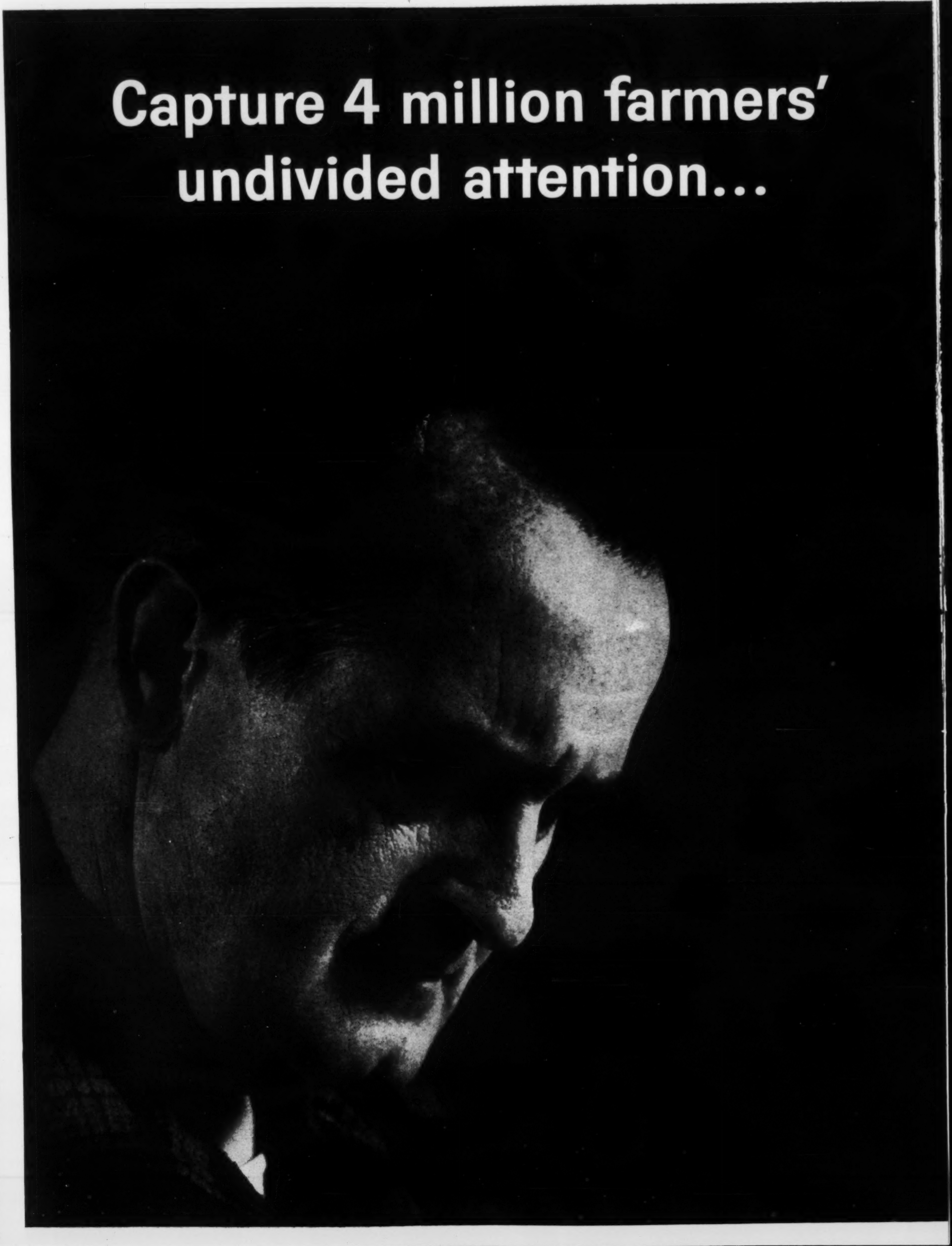
Then one day, after digging out of five years of war and ten years of mortgages, we looked up and found that old Mass Mind was gone.

We rediscovered the fascinating fact that we are a nation of individuals again. People were reading books . . . buying "personality" cars . . . growing beards and moustaches . . . swimming under water . . . packing off to Europe . . . face-lifting their development houses for brand-new identities.

Today . . . there's plenty of "mind" but little "mass." It's a do-it-yourself . . . go-it-yourself world now—and a happier one for it. Good for business? It was never better!

Understanding this new renaissance of individualism . . . and particularly *at the personal level of the individuals themselves* . . . has long been part of the study of human communications we call "The Personal Approach" at McCann-Erickson. For us, our clients, and our clients' customers – it's always a refreshing change from old Mass Mind.

McCANN-ERICKSON, INC. • THE PERSONAL APPROACH


Capture 4 million farmers' undivided attention...

Local names...local places...local news...local faces give your ads more readership and believability

Add readership and believability—the guts of selling advertising—to your media schedule with State and Local Farm Papers. Independent surveys prove that they top all other farm publications in both!

To keep your prospects reading and believing, local editing takes advantage of differences in climate and farming practices. Over one hundred fifty editors travel over a million miles a year and make thousands of local calls to edit State and Local Farm Papers close to your customers. They travel the byways gathering local pictures, local names, and local news. This local effort puts your ads on a neighbor to neighbor basis with the $40 billion farm market . . . and 4 million farmers. You know how well familiar names can sell.

You can match State and Local Farm Paper circulation to your markets and outlets, too. Give your ads every opportunity to spark fast, powerful sales action. Get the full story—Write State and Local Farm Papers, Room 1600, 28 E. Jackson Blvd., Chicago.

Find out more about the rich farm market . . . Explore the great potential it offers. Write for booklet—"Farmland USA." State and Local Farm Papers, Room 1600, 28 East Jackson Boulevard, Chicago, Illinois.

FIRST WITH FARM FAMILIES

STATE and LOCAL FARM PAPERS

American Agriculturist
Arizona Farmer Ranchman
California Farmer
Colorado Rancher & Farmer
Dakota Farmer
The Farmer
The Farmer Stockman
Florida Grower & Rancher
Idaho Farmer
Kansas Farmer
Michigan Farmer
Missouri Ruralist
Montana Farmer-Stockman
Nebraska Farmer
New England Homestead
Ohio Farmer
Oregon Farmer
Pennsylvania Farmer
Prairie Farmer
Rural New Yorker
Southern Planter
Utah Farmer
Wallaces Farmer
Washington Farmer
Wisconsin Agriculturist

SERVICE *is more than just a word at Lake Shore*

...it's people in action, giving you the finest service available anywhere on these services you need:

3M PRE-MADEREADY ELECTROTYPES
REILLYTYPES · REILLY PLASTICTYPES
R.O.P. COLOR NEWSPAPER MATS
ENGRAVING SERVICE DEPARTMENT

SEeley 8-1010

LAKE SHORE ELECTROTYPE DIVISION • 1224 W. Van Buren • Chicago 7, Ill.

signed to rejoin 20th-Century Fox, and Mort Werner, former ad vp and coordinator of Kaiser Industries, was named tv-radio head of Y&R. In July Y&R revamped its media department into the department of media relations and planning, with five planning-buying groups, each headed by an associate director. Charles Feldman was named senior vp and creative director. James P. Wilkerson, formerly a vp and account supervisor, was named director of Y&R's international division. James Stanton was replaced by Joseph Vaamonde as Mexico City manager; John S. Nussbaum was brought back to New York from Frankfurt, replaced by Frank Gearon. Harry H. Enders, who supervised Y&R's rapid international expansion, and Nat Wolff, who had recently returned to Y&R to handle West Coast television, died during the year.

46 Agencies Billed $10-25,000,000 in '59

Six Agencies Move Up From Lower Brackets; Kudner Drops Down

NEW YORK, Feb. 24—It was a year of movement in the $10-$25,000,000 bracket, with five agencies moving into it from below, seven agencies moving up and out to join the giants in the $25,000,000-plus category, one agency dropping back from that rarified area, and one agency falling back to the $5-10,000,000 classification.

In addition, the $10-25,000,000 niche lost Bryan Houston, Calkins & Holden and Paris & Peart via the merger route. In AA's 1958 tabulation there were 51 agencies in the bracket. For 1959, 46 agencies found themselves in it.

■ Newcomers to the bracket were Cramer-Krasselt, Charles W. Hoyt Co., Potts-Woodbury, Clinton E. Frank Inc., and Jackson Associates. Cohen & Aleshire, which was in the $5-10,000,000 group last year, now joins the $10-25,000,000 group as Cohen, Dowd & Aleshire, after merging with Dowd, Redfield & Johnstone. Bracket leaders of 1958 who forged into the stamping grounds of the giant agencies this year were Doherty, Clifford, Steers & Shenfield, Gardner Advertising, Doyle Dane Bernbach, Geyer Advertising (now Geyer, Morey, Madden & Ballard) and Ogilvy, Benson & Mather. Falling back from the $25,000,000-and-up group was Kudner Agency.

Best performers in the group were Gumbinner, which moved from $17,800,000 to $22,300,000, Reach, McClinton, advancing from $15,800,000 to $22,100,000; Wade, from $18,900,000 to $24,800,000; Clint Frank, from $7,000,000 to $12,000,000; Mogul, from $11,100,000 to $19,200,000; Lambert & Feasley, from $12,600,000 to $18,900,000; and Kastor, Hilton, from $10,900,000 to $16,000,000.

G. M. Basford Co., New York, billed $14,600,000 in 1959; in 1958 the figure was $13,900,000.

The agency added American St-Gobain Corp., Wenczel Tile Co., S&S Corrugated Paper Machinery, Radiation Inc., Executone Inc., Miracle Power Inc., Food Machinery & Chemical's Niagara Chemical and chemical and plastics divisions, Fairmount Chemical Co., Charles L. Huisking & Co., R. W. Greeff Co., Century Chemical Corp. and Hotpoint's water coolers and Titeflex Inc. It lost the aerosol division of Chemical Specialties Mfg. Corp., Thomas & Betts Co. and Hendrick Mfg.

The agency did not report the media breakdown of its billings. Basford employs 171 persons in two offices. It expects a 10% advance in 1960 volume.

Gordon Best Co., Chicago, billed approximately $10,000,000 in 1959—the same figure it registered in 1958 and 1957. The agency last year added Sue Ann Food Corp. and Reese Finer Foods. Last fall Best lost $2,000,000 in Helene Curtis Industries' billings. However, the agency's 1959 billings total was not affected since the Curtis move did not become effective until Jan. 1. This month the agency got a new president, Carl Post, formerly exec vp of Grant Advertising. With him came the $1,500,000 Old Milwaukee beer account, a beer brewed by Jos. Schlitz Brewing Co. Best's billings were invested as follows: 57% in television and radio and 43% in space. The agency employs over 75 persons in one office. It expects 1960 volume to

The Farmer-Stockman provides greatest most effective coverage in

Texhoma-Land*

*** RURAL TEXAS AND OKLAHOMA**

with effective RURAL BUYING INCOME of

$6,399,019,000**

. . . GREATER than all 7 cities of over 200,000 population in Texas and Oklahoma combined!

Houston, Texas	$1,786,262,000
Dallas, Texas	1,339,518,000
San Antonio, Texas	783,189,000
Ft. Worth, Texas	742,657,000
Oklahoma City, Oklahoma	553,709,000
Tulsa, Oklahoma	503,386,000
El Paso, Texas	423,908,000
TOTAL	**$6,132,629,000**

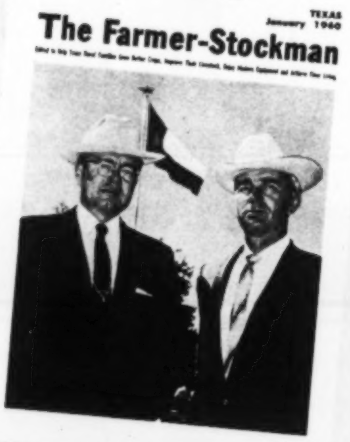
The Farmer-Stockman reaches more Rural Customers in Texhoma-Land* than any other farm publication!

Want most effective, lowest-cost coverage? You get it in the Farmer-Stockman, with separate editing for Texas—and separate editing for Oklahoma. And what's more, The Farmer-Stockman has 49-years leadership in building this depth of readership, reader confidence and vigorous advertising response. Want more? You get it in local advertising flexibility and effective merchandising services. We know you're looking for the greatest, most productive impact possible for your advertising! And that's what The Farmer-Stockman is geared to give you in the BIGGEST Farm Market Area in the U. S.! FOR SPACE RESERVATIONS—or additional data, write, wire or phone your nearest Farmer-Stockman office now!

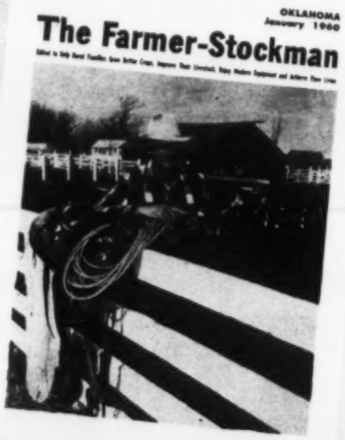
436,476 Total Paid Subscribers

*Rural Texas and Oklahoma **Sales Management, May 10, 1959

Oklahoma
Texas



For years—
Edited IN Texas FOR Texans!



For years—
Edited IN Oklahoma FOR Oklahomans!

The Farmer-Stockman

OKLAHOMA CITY • DALLAS

Director of Advertising, J. H. Hunter

SALES OFFICES:

CHICAGO 11, SUperior 7-6145
400 N. Michigan Avenue
Lee Hainline, Mgr.

NEW YORK 17, MUrray Hill 4-3340
420 Lexington Avenue
Joe Paulsen, Mgr.

OKLAHOMA CITY 1, CEntral 2-3311
500 N. Broadway
Bill Pullen, Mgr.

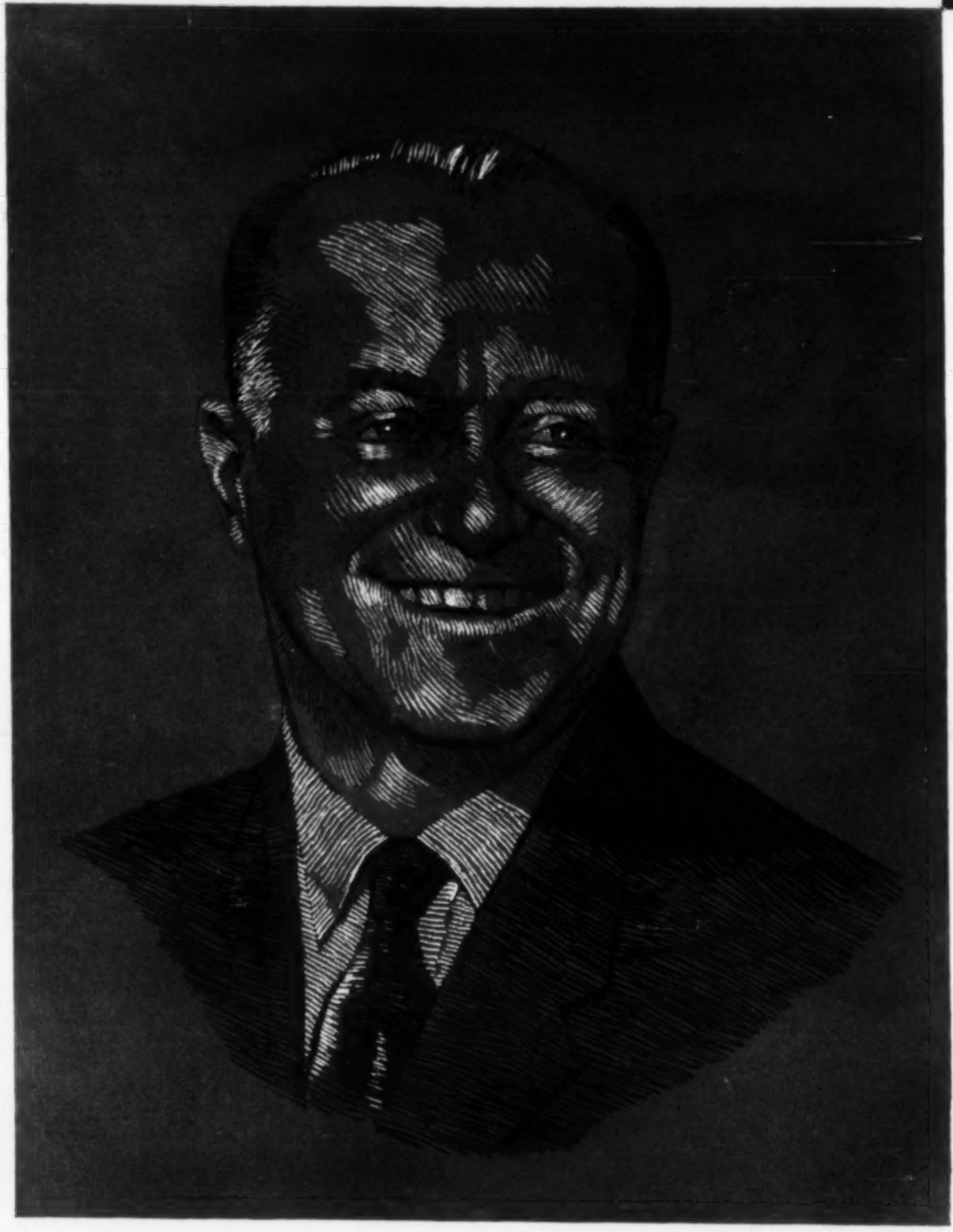
DALLAS 5, LAkeside 1-3121
4321 N. Central Expressway
Alex McCommas, Jr., Mgr.

STATE and LOCAL FARM PAPERS

ANALYTICAL
AUTHORITATIVE
ADEPT

this is

Hal Thompson



CHICAGO'S AMERICAN financial columnist... dean of Chicago financial news writers.

Hal Thompson's informative and stimulating articles on timely business topics attract correspondents from all walks of life and from all corners of the globe. Leading businessmen, bankers, economists, government officials, and universities write to him, some seeking his challenging views on legislative matters, some commending his aggressive stands on controversial issues. Who's Who chronicles his name along with the greatest financial reporters and economists of our time.

Champion of many causes, Hal Thompson's notable accomplishments include:

> A founder of the ABC School of Finance for amateur investors . . . counter propaganda work for the *Voice of America* answering the Russian criticism of our economic system . . . comprehensive campaigns depicting the plight of the railroads . . . campaigns suggesting corporate reforms; prompting American shippers into returning to the Great Lakes; and support of the free enterprise system.

Hal Thompson has the ability to ferret out and analyze complex facts, plus the talent to interpret them effectively for both the veteran and the uninitiated. He is constructive . . . his aim: to pat business firms on the back when they deserve it and to spank them soundly when they engage in questionable practices.

In his dedicated career of newspaper writing Hal Thompson has covered business and financial news thru periods of booms and depressions, from LaSalle street to the Main streets of the world, making the business world a subject of extensive interest, inquiry and daily discussion.

A columnist distinguished from the vast majority of his contemporaries . . . this is Hal Thompson of CHICAGO'S AMERICAN.

CHICAGO'S AMERICAN

Wholly owned subsidiary of the Tribune Company, Chicago, Illinois

Nationally represented by
Hearst Advertising Service Inc.

be "somewhat better."

Bozell & Jacobs, Omaha, billed $19,500,000 in 1959, compared with $17,500,000 in 1958.

The agency last year added the National LP-Gas Council, with billings of $250,000; Silex Co., Helmco Co., Dad's Root Beer Co., National Home Owners Club, Heublein Inc. (financial and corporate public relations), American Fletcher National Bank & Trust Co., Hastings Mfg. Co., Southern California Edison Co., Iowa Finance Corp. and Schimmel Hotel Corp.

The agency lost Midas Inc., billing between $1,000,000 and $1,500,000, National Retail Hardware Assn., Kurly Kate Corp., Dr. Peter Fahrney Co., Rayette and Robertshaw-Fulton Controls (public relations). It employs 229 persons in 12 offices. It expects 1960 volume to be about the same as last year.

Buchen Co., Chicago, billed $11,000,000 in 1959, compared with $10,000,000 in 1958.

The agency last year added General Dynamics' liquid carbon division, billing $100,000; Goss Co., (a division of Miehle-Goss-Dexter); Cast Iron Soil Pipe Institute; the kitchen equipment division of Curtis Companies; Hawley Products and a new floor wax by Simoniz. Buchen lost the $225,000 account of the Barber-Greene Co.; the $250,000 business of the Chicago Title & Trust Co.; and the Crane Co.

Philip M. White, formerly with Reach, McClinton & Pershall, joined Buchen as vp and account supervisor. John M. Handley, formerly with Needham & Grohmann, was named director of Buchen's international division, succeeding R. L. Cutler, who joined National Export Advertising Service. In January, 1960, Buchen started a public relations department. The agency has 130 employes.

Top Agencies in Canadian Billing

(In Millions)

Rank		1959
1.	MacLaren Advertising Co.	$29.8
2.	Cockfield, Brown & Co.	27.5
3.	James Lovick & Co.	15.1
4.	McKim Advertising	14.4
5.	Vickers & Benson	13.2
6.	J. Walter Thompson Co.	11.0
7.	Young & Rubicam	10.0
8.	McConnell, Eastman & Co.	9.7
8.	Stanfield, Johnson & Hill	9.7
10.	Foster Advertising	9.0
11.	F. H. Hayhurst Co.	7.9
12.	Baker Advertising Agency	6.3
13.	Spitzer & Mills	6.0
13.	McCann-Erickson	6.0
15.	Needham, Louis & Brorby	5.0
16.	Walsh Advertising Co.	4.6
17.	Breithaupt, Milson	4.1
17.	Leo Burnett Co.	4.1
19.	Kenyon & Eckhardt	2.5
19.	Grant Advertising	2.5

Figures include AA estimates.

Cohen, Dowd & Aleshire, New York, does not report its billings and is estimated to have billed about $11,000,000 in 1959, compared with $8,250,000 estimated for 1958, when the agency was known as Cohen & Aleshire.

It merged with Dowd, Redfield & Johnstone in June in a rather unusual manner; the merger was announced by a client, House of Seagram, who said it was transferring some $5,000,000 worth of liquor business, including Lord Calvert, Carstairs, Gallagher & Burton and Myer's rum "to the newly merged agency." Six months later Seagram decided to take the business back out of the agency, effective March 1, in a consolidation move and CD&A now indicates the annual rate of Seagram billings was closer to $2,500,000.

Cohen almost merged with Fletcher Richards, Calkins & Holden in April, called it off at the last second.

During the year it also lost the Frenchette division of Carter Products and, effective in early 1960, Pazo suppositories (Grove Laboratories), and Ting (made by Seagram's Pharma-Craft Corp. subsidiary).

Accounts added were Amstel beer, European Travel Commission, Incress line (for the cruise ship Victoria), Hampden-Harvard Breweries, Nebs (Norwich Pharmacal), and, effective Jan. 1, 1960, the Lady Esther division of Chemway Corp.

Richard Miller joined the agency as vp in charge of copy. Don Johnstone, director of research, left. Following the merger, the agency reports a heavy percentage switch of billings from broadcast media to print, but it could not be specific. There are about 95 employes and a 20% drop in 1960 billings is foreseen.

Cramer-Krasselt Co., Milwaukee, billed $10,677,083 in 1959, as compared with $9,538,751 in 1958.

The agency, which has handled A. O. Smith's Permaglas division consumer advertising since 1945, last year picked up another segment—Harestore Products. It also landed WITI-TV, Perfection Mfg. Co., Hevi-Duty Electric Co., and the home appliance division of Hamilton Mfg. Co. Cramer lost Hayssen Mfg. Co. and Groen Mfg. Co.

Lester Ness, vp in charge of media, took on the added post of agency secretary. Billings breakdown: 18% in newspapers, 36.8% in magazines, supplements and farm publications, 19% in radio and television, 2.8% in outdoor, 18.3% in business papers, 2.3% in point of sale and 2.8% in other media. The agency employs 132 persons. It expects 1960 volume to advance 10% or 12%.

W. B. Doner & Co., Detroit, billed $18,750,000 in 1959. In 1958 it reported billings of $18,600,000.

Last year the agency added Hood Chemical, Eatmor cranberries, Baldwin Dairies, Tann Corp., Tecumseh Products, Winter-Seal Corp., Elias Bros., Hochschild Kohn Co., Ottenheimer Publishers, Aegean Products, Plantabbs Corp., Dial Finance, Pullman Coach Co., Knippel-Selig, Hertz Inc. (local radio markets), Flexees Inc., Gulton Industries, Lee Communications, Firth Carpet Co., Pioneer Belt & Suspender and Otard cognag.

Doner lost three accounts to Kastor, Hilton, Chesley, Clifford & Atherton when Sidney Alexander, formerly vp partner and account supervisor with Doner, moved to Kastor as vp and group supervisor. With him went Sweet-Orr Co., Francis H. Leggett & Co. (Premier foods), and Wm. Gluckin & Co. (Naturflex bras and girdles). Doner also lost Weston Biscuit and the men's division of Manhattan Shirt.

The agency added William A. Murphy, former media director of the Whitehall Laboratories division of American Home Products. Mr. Murphy joined Doner's Baltimore office.

A corporate change during the year was the alteration in the name of Doner & Peck, the agency's New York affiliate. This became W. B. Doner & Co., thus conforming with the name in all other cities. Doner's billings breakdown: newspapers 10%, magazines 3%, radio 30%, television 50%, outdoor 2%, business papers 2%, transit advertising 2%. The agency employs 165 persons in six offices.

Doremus & Co., New York, billed about $16,224,000 in 1959, as compared with $15,000,000 in 1958. The agency reported no major account changes. Doremus said percentage figures on its use of media were "not available," adding that "billings were in all media and an increase in television is not apparent." Doremus employs 207 persons in five offices (excluding the agency's "four correspondents in this country and one in London").

Ellington & Co., New York, billed $15,150,000 in 1959, compared with $14,000,000 in 1958.

The agency last year added *Good Housekeeping*, billing about $500,000; Northam Warren's Odorono and Peggy Sage hand preparations, billing about $500,000; Continental Distilling's McCallum's Perfection Blend scotch; Velcro Sales Corp.; Island of Malta Government Tourist Board; Williamsburg Reproductions; Collins & Aikman Corp.; Freedomland, U.S.A., Fiber Industries Inc., National Assn. of Home Builders; White Stag Mfg. Co.; Telequix and Patchoque-Plymouth (Jamaica Industrial Development Board).

Ellington lost or resigned *Redbook* and its $200,000 billing; Vick Chemical's Sofskin hand cream, billing $400,000; Cunard Steamship, billing $750,000; Houbigant Sales Corp. and Springs Mills. Cunard went to Compton after account supervisor James Kelly moved to that shop. Houbigant went to Arndt, Preston, Chapin, Lamb & Keen along with account exec Joan Heller. The agency's billings were invested as follows: 30% in newspapers, 33% in magazines, 18% in television, 8% in outdoor, and 11% in business papers. Ellington employs 169 persons. It expects a 13% gain in 1960 volume.

Fitzgerald Advertising Agency, New Orleans, billed an estimated $14,000,000 in 1959, compared with $12,000,000 in 1958.

The agency last year added Crossett Paper Co., Petroleum Chemicals Inc., Cushman & Wakefield, Royal Orleans Hotel, National Food Products and the Society of Independent Gasoline Marketers of America. The agency reported no losses.

Television gets a little less than half of Fitzgerald's billings, with the remainder going into newspapers, magazines, outdoor and other media. Fitzgerald employs over 100 persons in two offices.

Albert Frank-Guenther Law Inc., New York, billed $18,534,949, including $2,960,729 in capitalized fees, in 1959. The agency's 1958 total was $16,121,981, including $2,855,722 in fees.

Albert Frank last year added Cartier Inc., Farrell Lines, Wilson Bros., Trustors Corp., North American Securities, Chase Distributors Corp., Spartans Industries and the George W. Luft Co. (Tangee lipstick and cosmetics). It lost Goldman, Sachs & Co.

The agency reported that its media breakdown figures were "not available now." Frank employs 203 persons in six offices. It expects a 5% gain in 1960 volume.

Frequency . . .
or Volume?
Choose Either and get
LIBERAL DISCOUNTS

Our current rate card (effective April 1, 1959) is designed to help *you* get the most for your advertising dollar. Choose either FREQUENCY *or* VOLUME and earn discounts up to 20% . . . and net rates close to Retail net rates!

GREATER VALUE, TOO!

- 90.8% coverage of ABC City Zone!
  71.2% coverage of entire Retail Trading Area!
- Circulation is now over 31,000!
  Each ABC audit for 13 years has shown an increase over the previous one—a total increase in the period of over 30%!
- New Britain's Family Income is $8,041!
  $68 above the Connecticut average (highest of any state in the country)!
  $1,190 above the New England average!
  $2,036 above the national average!

See our new rate card—and, for further information about New Britain, the Hardware City of the World, write or phone the Advertising Director.

THE NEW BRITAIN HERALD
NEW BRITAIN, CONNECTICUT
— or our representatives, Story, Brooks & Finley

SAN DIEGO
CALIFORNIA
BUYS
cars.

Clinton E. Frank Inc., Chicago, billed $12,000,000 in 1959. The agency's 1958 total was $7,000,000. Last year Frank added Bissell Inc. and the Borg-Warner Corp. Bissell bills about $1,500,000 while Borg-Warner spends about $1,250,000. Frank lost Brownberry Ovens, which spent $125,000 last year. The agency has 105 employes and expects 1960 volume to be up.

L. W. Frohlich & Co., New York, billed an estimated $17,500,000 in 1959, compared with an estimated $15,000,000 in 1958.

The largest agency in the ethical drug field, Frohlich did not add any new clients during the year but was assigned a number of new products from old clients. Billings on most accounts were up. Several clients—Helena Rubenstein and McNeil Laboratories, for example—more than doubled their budgets. One client—Fougera—was dropped.

The agency did considerable development work during the year on two projects: New means of communications for its clients and a new research service in the ethical drug field.

Frohlich's international operations continued to expand. The agency employs 400 persons in four offices—150 of them in the three foreign branches (Mexico City, London and Frankfurt). A new office is now being established in Paris.

The agency does the bulk of its business in the ethical drug field and advertising is therefore concentrated in two media—medical journals and direct mail. The agency expects a further gain in billings in 1960.

Gray & Rogers, Philadelphia, billed $14,005,361 in 1959, compared with $13,097,806 in 1958. The agency's 1958 billings figure was originally reported to AA as $12,750,000.

The agency added Acme Markets (for radio and tv), C. Schmidt & Sons (for public relations and publicity), Pinkerton National Detective Agency, Premium Associates, Mister Softee, Van Arden Home Reducing Method and Symington Wayne Corp. It lost *Nation's Business* and National Institute of Diaper Service (public relations and publicity). Franklin P. Jones, a partner, retired at the end of 1959. Gray & Rogers employs 178 persons in two offices. It anticipates a 1960 billings figure of about $15,000,000.

Hold On to It!

Every year the demand for ADVERTISING AGE's annual agency billings issue increases. Because of its value as a permanent reference, AA suggests that each reader file his copy where it can't be lifted. We will gladly fill all the requests we can for additional copies but eventually the supply runs out. So . . . please hold on to it!

Griswold-Eshleman Co., Cleveland, billed an estimated $11,200,000 in 1959, compared with about $10,050,000 in 1958. The agency gained National Electric Coil, a division of McGraw-Edison Co., on Jan. 1, 1959, and it regained Fleet-Wing Corp., a petroleum products subsidiary of Standard Oil Co. (Ohio), billing about $250,000. The agency lost Cockshutt Farm Equipment and the $800,000 Youngstown Sheet & Tube account.

Business publications take 60% of billings, tv and radio 10% and other consumer media 30%. The agency has 105 employes.

Guild, Bascom & Bonfigli, San Francisco, billed $13,505,100, including $335,400 in capitalized fees, in 1959. Its 1958 total was $10,227,515, which included $100,933 in fees.

The agency added the Democratic National Committee, Tidy House Products and Carling Brewing (Northwest division). The Tidy House $1,000,000 account was split with Buchanan-Thomas Advertising. Guild lost Nucoa margarine (Best Foods) to Dancer-Fitzgerald-Sample, an account billing between $1,000,000 and $1,500,000. It retained the Skippy peanut butter business.

In May and June the agency realigned its creative, media and account service setups. Media services, previously concentrated in the San Francisco office, were shared out to other offices. William B. Franklin, former coordinating

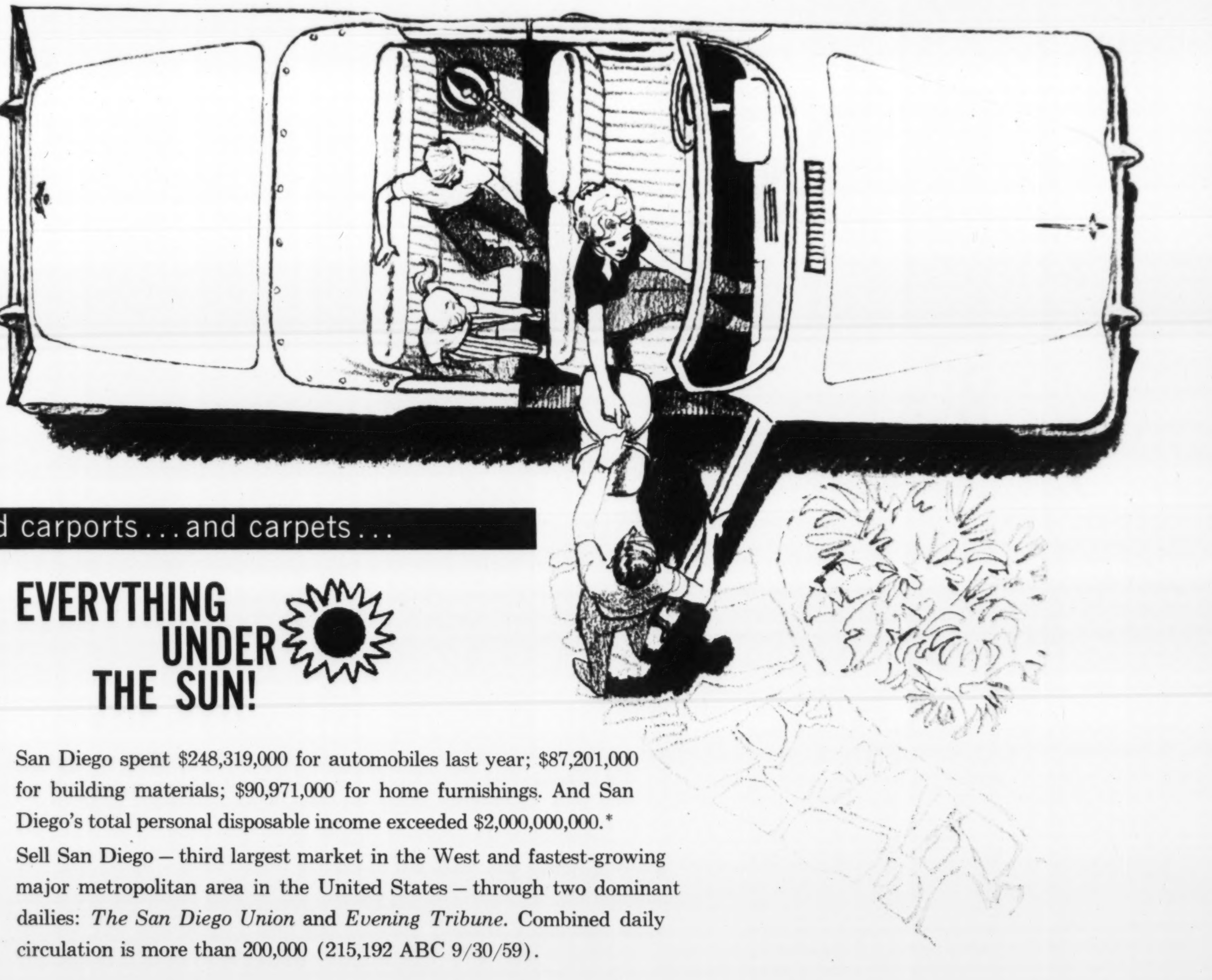
1ST In the Nation in Boat Advertising

Over 595,560 lines of Marine Advertising in 1959 covering Ft. Lauderdale, one of America's Great Boating Markets, where there are over 20,000 registered boats—265 miles of navigable waterways.

"It's the ONLY newspaper covering this big market!

Three Time Winner of Boating's Golden Award 1957 - 1958 - 1959

Fort Lauderdale News



..and carports...and carpets...

EVERYTHING UNDER THE SUN!

San Diego spent $248,319,000 for automobiles last year; $87,201,000 for building materials; $90,971,000 for home furnishings. And San Diego's total personal disposable income exceeded $2,000,000,000.*

Sell San Diego – third largest market in the West and fastest-growing major metropolitan area in the United States – through two dominant dailies: *The San Diego Union* and *Evening Tribune*. Combined daily circulation is more than 200,000 (215,192 ABC 9/30/59).

The San Diego Union | EVENING TRIBUNE SELL SAN DIEGO

*Source: Economy Research Department, Union-Tribune Publishing Company; 1958 Census data adjusted to 1959 Taxable Sales

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering San Diego, California — Springfield, Illinois — Northern Illinois — and Greater Los Angeles. Served by the Copley Washington Bureau and the Copley News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

"My next ad manager will know that without The Iowa Three we miss over 25% of the market."
IOWA SALES...
IOWA IS ONE STATE... BUT NOT ONE MARKET!
Only The Iowa Three Can Sell This Quality Quarter
THE IOWA THREE

THESE 22-COUNTIES CONTAIN OVER 25% OF IOWA'S
• *population* • *households* • *retail sales*
• *Consumer Spendable Income*
The Iowa Three reaches 62% of the households in the Quarter daily . . . The Des Moines Register & Tribune reaches 18%. Want more proof? Call a rep today.

The Cedar Rapids Gazette
Dubuque Telegraph-Herald
Waterloo Daily Courier

Represented by: Allen-Klapp Co. Jann & Kelley, Inc. Story, Brooks & Finley

account exec on Ralston-Purina, was named creative administrator.

Guild invested its billings as follows: 8% in newspapers, 7% in magazines, 15% in radio, 66% in television, 3% in outdoor, 1% in business papers. The agency employs 102 persons in five offices. It expects 1960 volume to be up by 25%.

Lawrence C. Gumbinner Advertising, New York, billed $22,380,000, including $1,735,000 in capitalized fees, in 1959. Its 1958 total was $17,800,000, including $1,470,000 in fees.

Gumbinner added *Redbook* last year and lost no accounts. The agency added Don Johnstone, former director of research at Cohen, Dowd & Aleshire, during the year. Billings breakdown: newspapers 24.4%, magazines 32.2%, radio 4%, television 34.4%, outdoor 3.2%, business papers 1%, and less than 1% each in farm publications and transit advertising. Gumbinner employs 154 persons. It expects 1960 volume to advance 10%.

Henri, Hurst & McDonald, Chicago, billed an estimated $12,000,000 in 1959, about the same as in 1958, despite the fact that the agency lost 13 accounts.

Among the accounts lost were two key clients—Perfect Circle Corp. ($750,000), which HH&M handled for 23 years, and Coopers Inc. ($750,000), a client for 11 years. The agency will continue to bill on Coopers until next June 30.

Other accounts lost included Thomas Industries, Blocksom & Co. and Coralware Mfg. Co. (combined billings of about $600,000); Zonolite Co. ($300,000); Mavar Shrimp & Oyster Co., General Bandages Co., Fuji Trading Co. and L. C. Forman & Sons Co. (billings disputed); Linco Distributing Co. ($200,000), and Fairbanks, Morse & Co. ($275,000).

Several key account executives left the agency last year, taking accounts with them. The men included Al Stone, who went to Biddle Co.; C. Wendel Muench, now at Erwin Wasey, Ruthrauff & Ryan, and Joe Furth, who also went to EWRR. Three other account executives—Graeme W. Stewart, Donald L. Cuttie and Maid Marion Montgomery—were promoted to vps.

The agency expects 1960 billings to drop about $1,200,000.

Honig-Cooper & Harrington, San Francisco, billed $16,000,000 in 1959. This included $347,500 in capitalized fees. The agency reported a 1958 total of $13,700,000, including $300,000 in fees. As 1959 started, the agency said it was starting its 51st year with billings of about $15,000,000—having added 27 new accounts during 1958.

Last year it added Petri Wines, Eichler Homes and McLendon Corp. It lost Luer Packing Co. In July, the Seattle office was merged with Washington Market Research Co., and renamed Kraft, Smith & Ehrig. This shop operates as an affiliate of Honig-Cooper and is headed by Warren E. Kraft Sr.

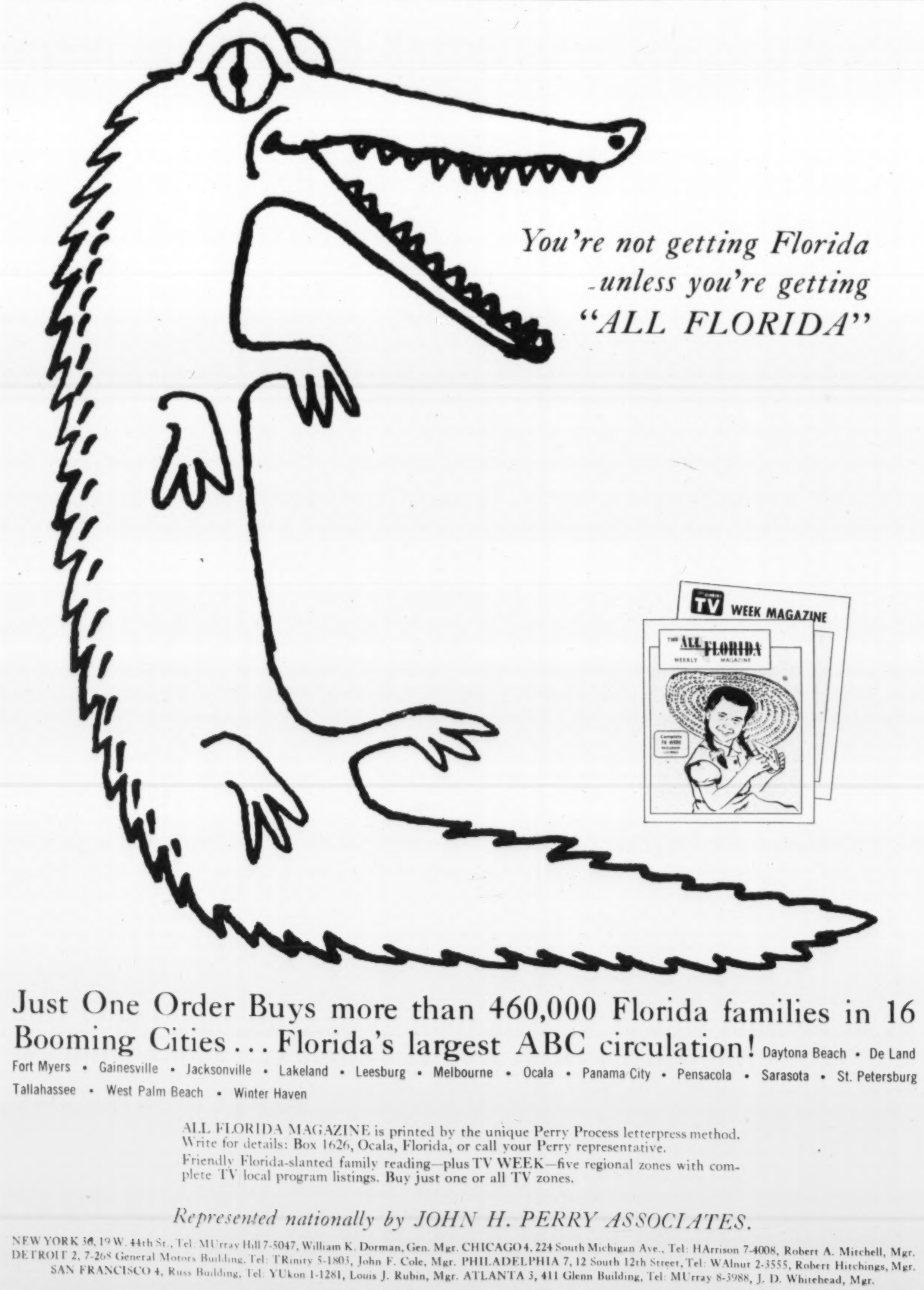
Billings breakdown: newspapers 29%, magazines 13%, radio 10%, television 42%, outdoor 3%, transit advertising 1%, and point of sale 2%. Honig-Cooper employs 137 persons in two offices. It expects 1960 volume to advance 10%.

Charles W. Hoyt Co., New York, billed $10,378,551 in 1959 as compared with $9,401,000 in 1958. Last year's total included $873,934 in capitalized fees. In 1958 the fees amounted to $351,000.

Hoyt had "the most successful new business year we have ever experienced." It added the polymer chemicals division of W. R. Grace, Clopay Corp.'s window shades and roll goods, Wheatena Corp., *Cue Magazine,* Exec Mfg. Co. (Exec paste pen), Drinks Inc. (Nufizz), A. S. Harrison Co.'s Preen waxes American Car & Foundry division of ACF Industries, Western New York Apple Growers Assn. and Church & Dwight (Arm & Hammer). It lost Arnold Bakers (excluding Florida), New York Trust Co. (absorbed by Chemical Corn

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for billings figures and other data about the nation's advertising agencies. The usual features will be back in their regular places next week.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TV WEEK MAGAZINE
THE ALL FLORIDA WEEKLY MAGAZINE

Just One Order Buys more than 460,000 Florida families in 16 Booming Cities . . . Florida's largest ABC circulation! Daytona Beach • De Land Fort Myers • Gainesville • Jacksonville • Lakeland • Leesburg • Melbourne • Ocala • Panama City • Pensacola • Sarasota • St. Petersburg Tallahassee • West Palm Beach • Winter Haven

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Friendly Florida-slanted family reading—plus TV WEEK—five regional zones with complete TV local program listings. Buy just one or all TV zones.

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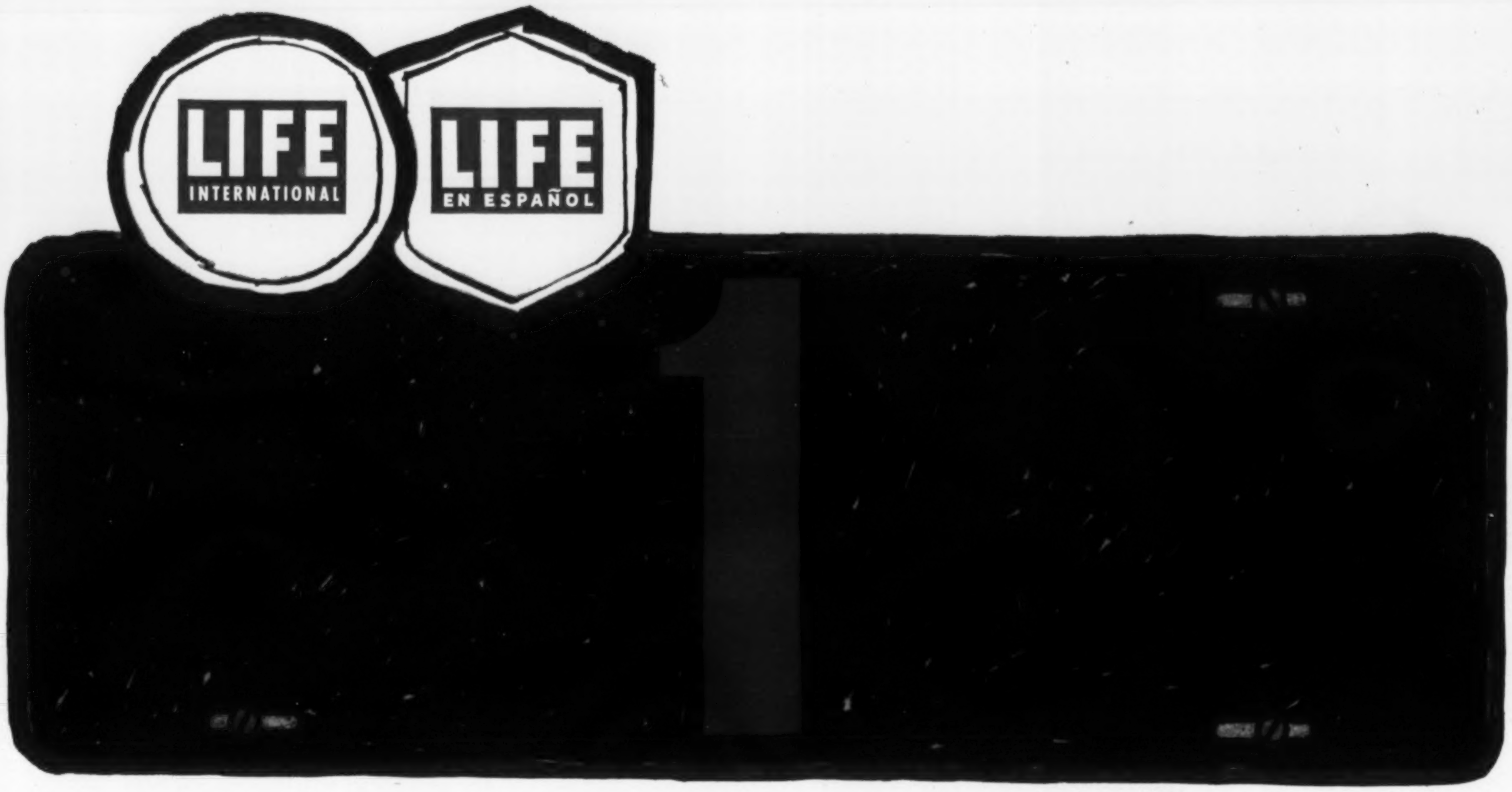


V.I.P. (Very Important Publications) in international automotive advertising

The men who market automobiles, trucks and automotive accessories throughout the world have made LIFE INTERNATIONAL and LIFE EN ESPAÑOL the number one publications when it comes to selling internationally.

43% of all the dollars (and pounds, d-marks, francs, lire and yen) invested by these companies in international advertising in Europe and the Pacific went to LIFE INTERNATIONAL last year. And 28% of the dollars invested for international automotive advertising in Latin America went to LIFE EN ESPAÑOL.

For there is no other international showroom in print where an automotive manufacturer can display his new models or products in such beautiful color—to such an important audience. Together, these two publications are bought by more than 690,000 discriminating families overseas; reach an audience each issue of over five million.

With such coverage, such color and such influence, it is no wonder that LIFE INTERNATIONAL and LIFE EN ESPAÑOL work so well for the automotive field.

Investigate what they can accomplish for you.

AUTOMOTIVE ADVERTISERS IN LIFE INTERNATIONAL EDITIONS

Passenger Vehicles
- Austin Motor Export Corp., Ltd.
- Chrysler International S. A.
- Daimler-Benz A.G.
- Fiat
- Ford Motor Company
- Ford Motor Company, Ltd.
- Ford-Werke A.G.
- Fuji Heavy Industries, Ltd.
- General Motors Overseas Operations
- Nissan Motor Company
- Nuffield Exports, Ltd.
- Rootes Motors, Ltd.
- Simca
- Standard Motor Company, Ltd.
- Studebaker-Packard Corporation
- Volkswagenwerk GMBH

Commercial Vehicles
- Austin Motor Export Corporation, Ltd.
- Chrysler International S.A.
- Daimler-Benz A.G.
- Ford Motor Company, Ltd.
- General Motors Overseas Operations
- International Harvester Export Company
- Mack Trucks, Inc.
- Nissan Motor Company
- Nuffield Exports, Ltd.
- Outboard Marine International
- Rover Company, Ltd.
- Studebaker-Packard Corporation
- Toyota Motor Sales Co., Ltd.
- Willys-Overland Export Corp.

Automotive Equipment & Accessories
- Robert Bosch GMBH
- Champion Spark Plug Company
- Chrysler Mopar
- Dunlop Rubber Company, Ltd.
- Firestone Interamerica Company
- Firestone International Company
- General Tire & Rubber Export Company
- Goodyear International Company
- Joseph Lucas, Ltd.

MAGAZINE RANKING FOR INTERNATIONAL AUTOMOTIVE ADVERTISING*

Europe & Pacific—1959

Magazine	Share of Total
LIFE INTERNATIONAL	43%
TIME Atlantic	27%
Newsweek European	10%
TIME Pacific	7%
Newsweek Pacific	4%

Latin America—1959

Magazine	Share of Total
LIFE EN ESPAÑOL	28%
Selecciones	17%
Visión	17%
TIME Latin America	14%
Mecánica Popular	7%

*Source of data: Rome Report

LIFE INTERNATIONAL EDITIONS
Rockefeller Center, New York 20, N. Y.

Set your course on...

REMARKABLE ROCKFORD

. . . and join a long list of alert advertisers who know that if it will sell anywhere, it will sell in Rockford! Just look at some figures. Retail sales are higher in Rockford than in any other Illinois city, outside Chicago . . . and still growing 5.6% faster than the national average. Second only to Chicago in population, the population continues to grow 11.3% faster than the national average. First outside Chicago in total net buying income also. No wonder it's called *Remarkable Rockford*. So set your course on the hottest metropolitan market in Illinois and your sales in 1960 will have smooth sailing. The only way you get total coverage of this tremendously abundant market is by using the two Rockford newspapers. Write today for complete market facts.

Finest FULL COLOR Facilities

ROCKFORD MORNING STAR

Rockford Register-Republic

Exchange Bank) and *Puck-The Comic Weekly*.

Hoyt's billings breakdown: newspapers 21.7%, farm and general magazines 20.2%, television 14%, outdoor 0.5%, business papers 29.9%, and production 13.7%. The agency employs 105 persons in two offices. It sees a 20% growth in '60 volume.

Jackson Associates, Holyoke, Mass., billed $10,100,000 in 1959, compared with about $7,000,000 in 1958. At card rates, the agency billed about $13,500,000 last year, but its 52-week spot television contracts bring discounts which get billings down to the $10,000,000 level. Jackson, the agency for Adell Chemical Co., which manufactures Lestoil and Lestare, put 95% of its billings in spot tv, with newspapers, radio and business papers getting the other 5%. The agency employs 32 persons.

Kastor, Hilton, Chesley, Clifford & Atherton, New York, billed $16,075,000, including $725,000 in capitalized fees, in 1959. The 1958 total was $10,950,000, including $450,000 in fees.

The agency gained Economics Laboratory, Allied Chemical's chemical and Solvay divisions, Potter Drug & Chemical, Bymart-Tintair, Household Products Inc., Lander Co., Waterman-Bic Pen Co., George W. Helme Co. and Cockshutt Farm Equipment. Sweet-Orr, Weston Biscuit, Francis H. Leggett & Co. (Premier foods) and Wm. Glucklin & Co. (Naturflex bras and girdles) moved to the agency, following Sidney Alexander from Doner & Peck.

Kastor, Hilton also added Drug Guild, Lane Ltd., Mead, Johnson institutional advertising, Smith Bros., Jaka Ham Co., and Revlon's Thayer Laboratories (Spectran-B, a cold tablet). Smith Bros. was expected to bill between $750,000 and $1,000,000; Helme (snuff maker) reportedly bills about $500,000; and Economics Laboratory about $2,000,000. The agency lost Flav-R-Straws (eastern markets), Amstel American (Amstel Holland beer), A. S. Harrison Co.'s Preen waxes, Macmillan Co., Tribuno vermouth and Roosevelt Hotel.

Kastor absorbed Herschel Z. Deutsch & Co. on July 1. Deutsch was a nine-year-old agency billing about $700,000 and specializing in package goods accounts like Orlex hair dye, Palmer's Skin Success Ointment, Slufur-8 scalp conditioners, Swamp Root, Dixie Peach hair dressing and deodorant, Carter's petroleum jelly and Kohler's headache powders. Kastor had earlier merged with Hilton & Riggio (June '58) and Atherton & Currier (January, 1959). The latter move added $3,000,000 in billings. Atherton clients included Potter Drug, American Bible Society, B. Klutch Corp., Macmillan and General Chemical & Solvay Process divisions of Allied Chemical. In Canada, the agency's affiliates—Bradley, Venning & Hilton and Atherton & Currier—were also consolidated to form Bradley, Venning, Hilton & Atherton.

Kastor billings were invested as follows: 24% in newspapers, 8% in magazines, 7% in supplements, 10% in radio, 45% in television, 1% in outdoor, 2% in business papers, 2% in farm publications and 1% in transit advertising. The agency employs 142 persons in two offices. It expects a 20% volume gain this year.

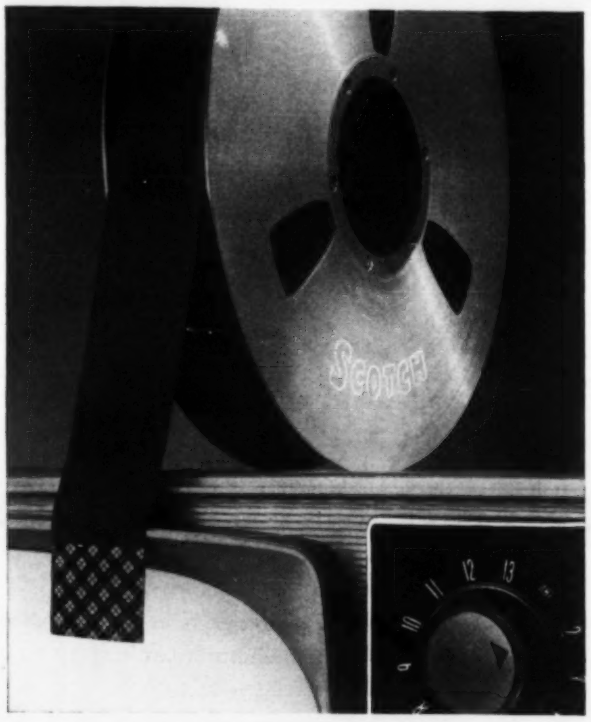
Keyes, Madden & Jones, Chicago, billed $20,477,000, including $360,000 in capitalized fees, in 1959. The agency's 1958 total was $18,371,090, including $349,000 in fees.

Keyes last year added Joanna Western Mills, H. H. Hixson & Co., Revere Camera Co. (radio and tv) and Dr. West's Insta-Clean denture cleaner. It lost Mead, Johnson's Pablum, Jenkins Spirits Corp. and Oral Roberts Evangelistic Assn., which billed about $1,250,000.

John J. Odell, previously manager of consumer and store promotions on all grocery products for Quaker Oats, joined the agency in December as vp, account supervisor and member of the plans board. Keyes invested 51.2% of its billings in space and 48.8% in broadcast media. The agency employs 121 persons in five offices. It expects a 20% gain in 1960 volume.

Klau-Van Pietersom-Dunlap Inc., Milwaukee, billed $12,267,577, including $2,454,109 in capitalized fees last year. In 1958, the agency billed $10,013,685, which included $2,100,998 in fees.

It added the industrial division of Allis-Chalmers, totaling about $800,000 in billings, Gummed Tape



WHY IS VIDEO TAPE MADE ONLY BY 3M?

When the first video recorders were introduced in 1956, there was a big "if." Video recording would revolutionize the television industry IF someone could make a magnetic tape that would meet its fantastic demands for quality and durability.

This meant a tape with an essentially perfect oxide coating that would hold up under tremendous operating pressures, heat and tension under repeated use. This, then, would result in cutting production costs for TV commercials in half, provide perfect rehearsal conditions, eliminate fluffs and insure a "live-looking" finished product. In short, it meant doing the nearly-impossible.

3M did it . . . and when the daylight saving time deadline of April 27, 1957, brought demands for video tape in quantity, 3M did it again.

What made the difference? Experience and research. 3M had 50 years of experience in precision coating processes. 3M pioneered in magnetic tape manufacture.

After three years, 3M remains the only commercial manufacturer of video tape. While others try to make a workable video tape, 3M can concentrate on further advances in "SCOTCH" BRAND, the tape that is already time-tested.

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

"SCOTCH" and the Plaid Design are Registered Trademarks of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1960 3M Co.

Cook's Tour of BBDO

It's "Cream of Wheat" weather... so guard your family with enriched "Cream of Wheat"! A full day's supply of iron in every hot, healthy bowl—more iron than even beef liver gives. Plenty of energy-making protein, vitamins, other minerals, too. Delicious!

CREAM of WHEAT

Now you don't need an oven to make a pie...

No-Bake Pudding Pie!

(The secret's MY-T-FINE Lemon Pie Filling)

Your best desserts are MY-T-FINE—and easy!

1
2
3
MY-T-FINE

Look what you can do with cling peaches!

Chicken El Dorado

cling peaches

You bake the Sunday-Best Cakes with

New Betty Crocker Country Kitchen Cake Mixes

Betty Crocker

3 SOUPER WAYS WITH PORK!

Good 'n easy! Good 'n thrifty!

Good things begin to happen when you cook with Campbell's Soup

NEW IDEA fresh from the Foremost Dairy Kitchens!

BIG DIP lets you enjoy all these treats and still watch your weight!

real salty salt

DAMP PROOF
STERLING
IODIZED SALT

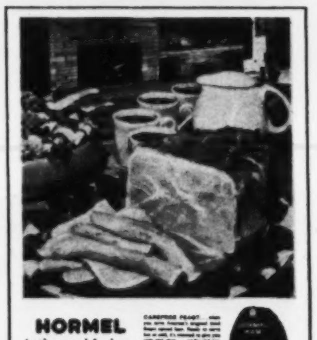
New from Libby's...Frozen Pineapple-Raspberry Drink

Libby's FROZEN JUICE JUBILEE

Help yourself—

EATABANANA!

There are so many ways to enjoy them!



HORMEL

is the word for ham

Food for thought:

BBDO creates more food advertising by far than most agencies that claim food advertising as a specialty.

BBDO BATTEN, BARTON, DURSTINE & OSBORN, INC.

ATLANTA BOSTON BUFFALO CHICAGO CLEVELAND DALLAS DETROIT HOLLYWOOD LOS ANGELES
MINNEAPOLIS MONTREAL NEW YORK PITTSBURGH SAN FRANCISCO SEATTLE SYRACUSE TORONTO

"INTERPOL CALLING"

Starring **Charles Korvin**
Produced by
THE RANK ORGANISATION, LTD.
(of **J. ARTHUR RANK** fame)

LIFE Magazine's lead series of the 60's... the fascinating story of INTERPOL and international crime that's capturing headlines all over America... now available for your sponsorship!

EVERYBODY'S BUYING THE SHOW

INDEPENDENT
TELEVISION
CORPORATION
488 MADISON AVENUE • NEW YORK 22 • PLAZA 5-2100
ITC OF CANADA, LTD.
100 UNIVERSITY AVENUE • TORONTO 1, ONTARIO • EMPIRE 2-1166

I
T
C

BREWERY ADVERTISERS

like Miller High Life, Blitz-Weinhard, Labatt's Brewing

AUTOMOTIVE ADVERTISERS

like Renault Cars, Dodge Dealers, Volkswagen Dealers

REGIONAL AND LOCAL ADVERTISERS

like Santa Fe Wine, Restonic Mattress, Sealy Mattress

LARGE MARKETS

like Los Angeles, Pittsburgh, San Francisco

MEDIUM-SIZED MARKETS

like Buffalo, Portland, Ore., Miami, Denver

SMALLER MARKETS

like Odessa, Tex., Bellingham, Wash., Medford, Ore.

ABC-TV STATIONS

like WLW-D-TV (Dayton), WJAC-TV (Johnstown-Altoona)

CBS-TV STATIONS

like KFMB-TV (San Diego), KSL-TV (Salt Lake City)

THAT EVERYBODY'S TALKING ABOUT

NBC-TV STATIONS

like KERO-TV (Bakersfield), WDSM-TV (Duluth)

INDEPENDENTS like KPHO-TV (Phoenix)

NORTH like Carthage-Watertown **SOUTH** like New Orleans

EAST like Wheeling-Steubenville **WEST** like Honolulu

AND ALL OVER THE WORLD

Australia, Cyprus, Denmark, Eire, England, Japan, Lebanon, Mexico, Northern Ireland, Philippines, Puerto Rico, and Venezuela

In these, and many other markets everywhere, INTERPOL CALLING is the ideal answer to today's television audience appeal needs.

Industries, Miles Chemical Co., a new division of Miles Laboratories, Pioneer Hybrid Seed Corn, Mojonnier Associates division of Kartridg-Pac Machine Co. and three subsidiaries of the Badger Meter Mfg. Co. (Counter & Controls Corp., Measure-Rite Inc. and Precision Products). Last year the agency lost Deere & Co. (about $1,000,000) to Gardner Advertising, and Harvestore Products.

Klau-Van Pietersom opened an office in Princeton, N. J., last fall, with Albert Hauptli, formerly publisher of *American Machinist* and *Product Engineering*, in charge. Robert D. Nord became vp and manager of the agency's agricultural division when Lyle C. Abbott followed the Deere account to Gardner. Charles M. Spencer, formerly president of the Blue Coal Corp., joined the agency as exec vp and a director.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

Retail-Sales
$253,603,000

the facts prove that
MUNCIE'S
a Money-Making Market
FIVE COUNTY TOTAL

Population	260,100*
Families	75,020*
Total Income	$404,664,000*
The MUNCIE STAR	29,017**
MUNCIE EVENING PRESS	20,248**
THE SUNDAY STAR	31,449**

*SRDS, October 15, 1959
**ABC Report, March 31, 1959

The MUNCIE STAR ★ MUNCIE EVENING PRESS
MUNCIE, INDIANA
National Representatives: Kelly-Smith Company

Billings breakdown: newspapers 10.8%, magazines 73.5%, radio 7.1%, television 4.7%, outdoor 1.1%, and telephone directory advertising 2.8%. The agency employs 147 persons in two offices. It expects 1960 volume to be "just a little higher than 1959."

Kudner Agency, New York, billed $20,000,000 in 1959, compared with $40,000,000 in 1958.

Kudner lost $24,000,000 in Buick billings late in 1957, but continued to handle GM's Frigidaire division until July, 1958, and the GMC coach and truck division until October, 1958. With the loss of all this business, its 1959 total was halved. Last year the agency gained Arnold Bakers, Renault Inc. and the Sylvania electric products division of General Telephone & Electronics, worth about $3,000,000 in billings. Renault announced its 1959 ad budget at $5,000,000, with Kudner handling radio-tv and Needham, Louis & Brorby working on print.

Kudner added Robert M. Watson last April. Mr. Watson, previously board chairman of Ruthrauff & Ryan and later of Erwin Wasey, Ruthrauff & Ryan, came in as senior vp and member of the executive committee and the board of directors. The agency also added Gerald Pickman, earlier with Wilding-Henderson, Detroit, as director of marketing and research. Kudner reported no account losses in 1959.

Its billings were invested as follows: 18.6% in newspapers, 54% in magazines, 3.3% in radio, 10.7% in television, 2% in outdoor and 11.4% in other media. The agency employs 225 persons in one office. It expects a 30% advance in 1960 volume.

Lambert & Feasley Inc., New York, billed $18,932,600 in 1959, including $67,400 in capitalized fees. The agency's 1958 total was $12,663,600, including $65,900 in fees. The agency added the Plax Corp. last year. It reported no lost business. Billings breakdown: newspapers 21.7%, magazines 20.7%, radio 2.6%, television 47.8%, outdoor 1.9%, "other" 5.3%. Lambert & Feasley employs 135 persons. It expects a 20% gain in 1960 volume.

C. J. LaRoche & Co., New York, billed $15,500,000 in 1959, compared with $15,000,000 in 1958.

The agency last year added Karastan Rug Mills, a division of Fieldcrest Mills, billing about $150,000. LaRoche lost New England Confectionery, billing $1,000,000, but the switch to Kenyon & Eckhardt will not be effective until April.

Hold On to It!

Every year the demand for ADVERTISING AGE's annual agency billings issue increases. Because of its value as a permanent reference, AA suggests that each reader file his copy where it can't be lifted. We will gladly fill all the requests we can for additional copies but eventually the supply runs out. So . . . please hold on to it!

F. Kenneth Beirn resigned from the agency in February, 1959, to join a client, Revlon Inc., as vp in charge of advertising. (Mr. Beirn, who succeeded George Abrams at Revlon, left that company later in the year.) The agency expanded its marketing department in October with the appointment of F. Winslow Stetson Jr. as vp and marketing director, and S. Cecil Bernsley as marketing executive. Mr. Stetson came from Needham, Louis & Brorby, and Mr. Bernsley had been with Ted Bates & Co. LaRoche billings were invested as follows: 20% in newspapers, 45% in magazines, 22% in radio and television and 13% in production. The agency employs 150 persons in two offices.

Al Paul Lefton Inc., Philadelphia, billed $17,700,000 in 1959, compared with $17,200,000 in 1958. The agency last year added Gruen Watches, Amchem Products (agricultural and metalworking chemicals), Astro-Electronic Products divisions of RCA, Hotel Commodore, New York, and the $250,000 Eberhard Faber Pencil Co. Lefton lost Outdoor Advertising Inc. and Schmidt's beer. The agency did not report the number of employes it has in two offices. In 1958 it reported a payroll of about 250 people. It expects 1960 volume to be "slightly better."

James Lovick & Co., Vancouver, B.C., billed $15,100,000 in 1959, compared with $13,258,000 in 1958. Lovick's 1958 total was originally reported at $13,000,000.

The agency last year gained Alberta Government Telephones, Pacific Great Eastern Railway, York Mills Ltd., Canadian Government-Department of Justice and Department of Fisheries, Alitalia Airlines and the Canada Paint Co. In October it added the Morris Motors account of British Motors Corp. It lost Wesco Waterpaints, a division of National Gypsum.

Billings breakdown: newspapers 37%, magazines 6%, supplements 3%, radio 6%, television 18%, outdoor 15%, printing and production 15%. The agency employs 205 persons in ten offices. It expects 1960 volume to advance 10%.

Marsteller, Rickard, Gebhardt & Reed, Chicago, billed an estimated $11,400,000 in 1959, compared with an estimated $10,900,000 in 1958. Fees and collateral "continue to account for roughly 40%" of billings.

The agency last year picked up All-Steel Equipment Inc., expected to bill more than $200,000; more than $200,000 in Dayton Rubber's industrial products division advertising; Chicago Title & Trust Co., billing a reported $250,000; Fairchild Publications (for a $100,000 corporate advertising campaign); *Houston Post;* and Heavy Minerals Co.

Marsteller resigned the Resistoflex Corp., billing about $250,000; it lost Food Machinery & Chemical Corp.'s Niagara chemical division, Union Asbestos & Rubber (which

R
O
P
glass mats by P&A

are a combination of glass and wood cellulose fibers. They provide perfect register, low shrinkage, high fidelity, little make-ready, plus improved ink coverage. And you will find the use of these mats truly economical.

PARTRIDGE & ANDERSON COMPANY
712 Federal Street, Chicago 5—Phone HArrison 7-3732
ELECTROTYPES, NICKELTYPES, MATS, R.O.P. COLOR GLASS MATS,
THERMOSETTING MAT PATTERNS, AND PLASTIC PRINTING PLATES.

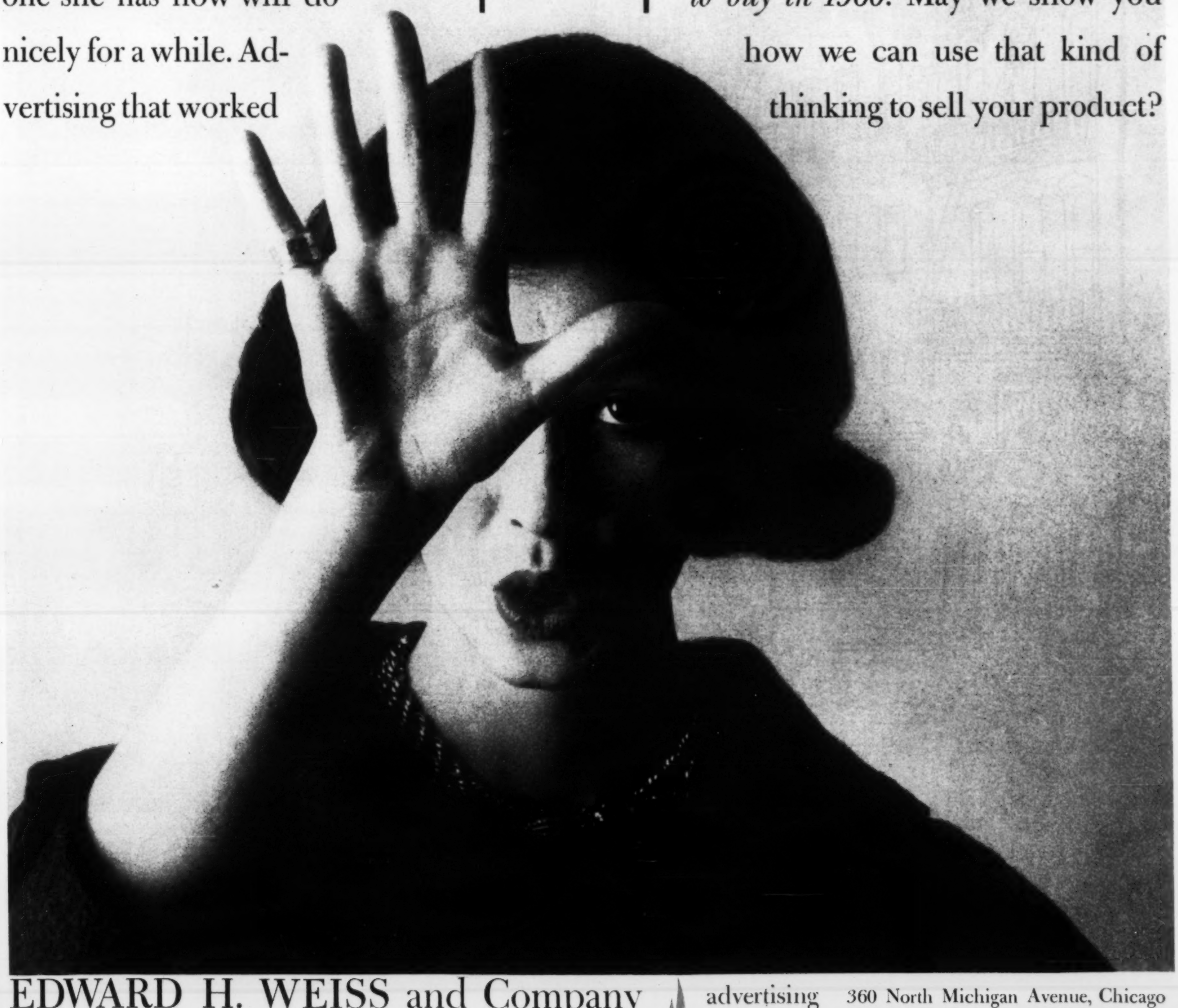
Where do you get BETTER SERVICE than at P&A?

consumer
1960

She can say no!

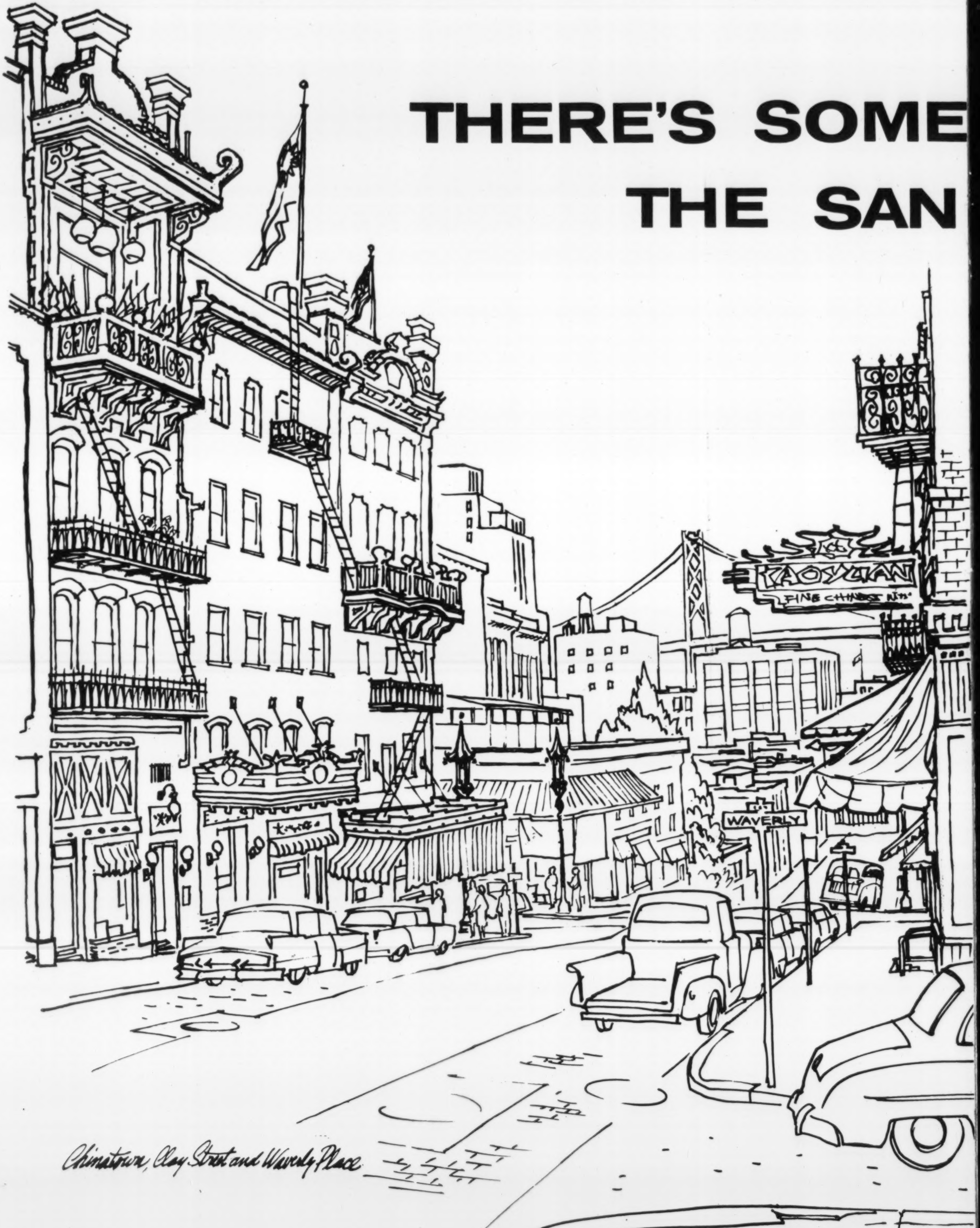
She's a little tired of superlatives. She's seen everything; she's heard it all. She's beginning to get the idea that a new electronic range may have a few more dials, but it's still just a range, and the one she has now will do nicely for a while. Advertising that worked fine in the '50's makes her yawn now.

We were aware of her present mood before she was. So we built an organization of talented people who could create the kind of advertising that would make her want *to buy in 1960.* May we show you how we can use that kind of thinking to sell your product?



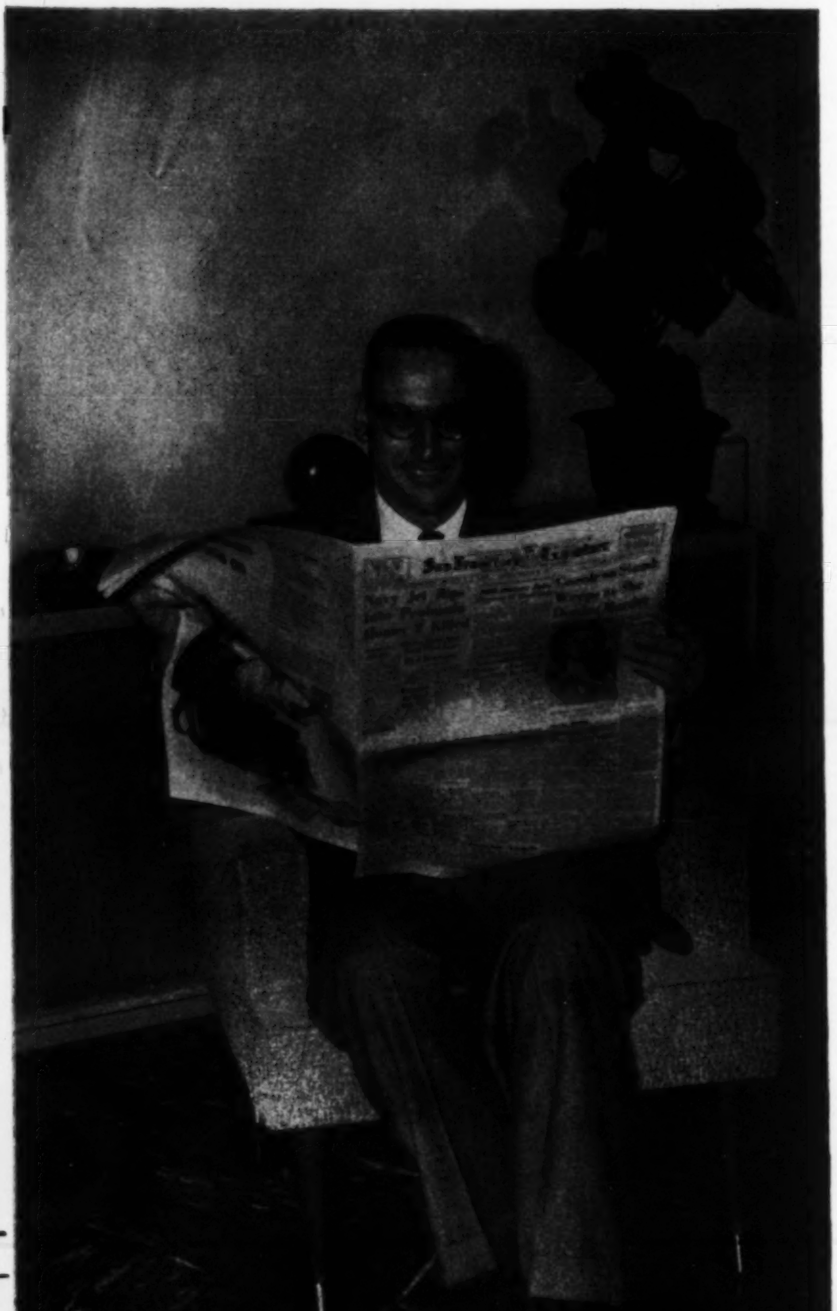
EDWARD H. WEISS and Company advertising 360 North Michigan Avenue, Chicago
New York: 730 Fifth Avenue
Los Angeles: 6399 Wilshire Boulevard

THERE'S SOME
THE SAN


KAOYUAN
FINE CHINESE
WAVERLY

Chinatown, Clay Street and Waverly Place

THING SPECIAL ABOUT FRANCISCO EXAMINER



Continuous Circulation Leadership

Today—as for 73 years—The Examiner is northern California's circulation leader both daily and Sunday.

This circulation dominance — 276,026 daily, the highest in history, and 482,821 Sunday — results from The Examiner's performance as a news paper.

Northern Californians know: *"You are not getting the news unless you read The San Francisco Examiner!"*

Publisher's Statement for six months ending Sept. 30, 1959, as filed with Audit Bureau of Circulation, subject to audit.

FIRST in Circulation

San Francisco Examiner

AMERICA FIRST · AN AMERICAN PAPER FOR THE AMERICAN PEOPLE · MONARCH OF THE DAILIES

FIRST in Advertising

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

it had shared with William Hart Adler Inc.). Marsteller reported "as in the past, commissionable time and space is largely in business publications, farm publications, magazines and rural radio." The agency employs 170 persons in four offices. It expects "some increase" in 1960 volume.

J. M. Mathes Inc., New York, billed $17,760,000 in 1959. The agency's 1958 total was $17,450,000.

Mathes added the Hambro Automotive Corp., Underwood Corp., Wilkinson Sword Co. and the Copper & Brass Research Assn. Hambro (Austin Motor Co.) billings were estimated at $750,000, Underwood at $1,000,000. The agency lost Economics Laboratory, estimated at $2,000,000, International Telephone & Telegraph, estimated at "under $1,000,000," Otarion Listener Corp., billing $278,000, and Volkswagen passenger cars, a $750,000 account.

Mathes did not report its media billings breakdown. It employs 165 persons in two offices. It expects 1960 volume to be "up."

William Douglas McAdams Inc., New York, billed an estimated $16,500,000 in 1959 compared with an estimated $14,500,000 in 1958.

The agency—which handles medical advertising exclusively—last year added Nordson Pharmaceutical Laboratories and William S. Merrell Co.'s. MER-29, a new cardiovascular agent. The agency lost Bonadoxin, a Roerig antinauseant. McAdams' billings increase stemmed largely from expanded budgets by old clients.

During 1959 the agency brought out two new publications for Roche Laboratories: "Image," a quarterly photographic magazine, and "Roche Reports," a weekly medical news digest.

McAdams lost its vp and medical director, Dr. Lawrence Sophian, who died July 8. Dr. Abraham Jacobson replaced him. McAdams billings were invested almost entirely in two media: medical journals and direct mail. The agency employs 252 persons in one office.

McKim Advertising Ltd., Montreal, billed an estimated $14,400,000 in 1959, compared with an estimated $14,200,000 in 1958. The '58 figure has been revised by AA from an original estimate of $13,300,000.

McKim last year added W. Clark Ltd., additional General Foods' products (Yuban coffee, Rally dog food, Minute Mashed and Minute Sliced potatoes), Noranda Copper & Brass, Philips Electronics Industries (radio and tv appliances), Hostess Potato Products (a GF subsidiary). The agency lost Kelvinator Sales Corp., Dominion Corset and Cooperative Wine Growers of South Africa. McKim and Bradley, Venning, Hilton & Atherton lost the Horsey division of Salada-Shirriff-Horsey and brand advertising for Crawford caramel spread and a new product. McKim was replaced by Leo Burnett Co. of Canada on other S-S-H brand advertising (including tea, marmalades and desserts). In November, the agency named J. Clifford Balson, formerly director of media and research, to be vp and Toronto office manager. McKim employs 223 persons in four offices.

Meldrum & Fewsmith, Cleveland, billed $13,105,000, including $4,773,955 in capitalized fees, last year. In 1958 it reported $10,486,000, including $4,943,723 in fees.

In 1959 it added White Sewing Machine Corp., which was reportedly spending less than $50,000 in national advertising and about $500,000 in co-op; Chesapeake & Ohio Railway, billing about $300,000; Drop Forge Assn., Erie Resistor Corp. and the Vacuum Cleaner Mfrs. Assn. Meldrum reported no lost accounts.

Last March the agency entered a "new kind of interlocking relationship" with Barnes Chase Co., San Diego, which billed about $2,500,000 in 1958. Each agency bought stock in the other and each has representation on the other's board and provides services to the other. But each retains "full autonomy" over its own operations.

Herbert W. Cooper, exec vp since May, 1958, became president last year. He succeeded E. T. Morris, who moved up to board chairman. Warren Eggly, comptroller, was elected treasurer, succeeding Joseph Fewsmith Jr., who became personnel director and special administrative assistant to management.

Meldrum & Fewsmith employs 133 employes in two offices. It expects 1960 volume to advance by "at least 10%."

Mogul, Williams & Saylor, New

1st in
Delaware
Valley
retail sales
per household

SALE

TRENTON TOPS THE DELAWARE VALLEY

Trenton, 30 miles above Philadelphia, spends more per household on retail sales than any other DelVal city.

AND THE "TIMES" IS TOPS IN TRENTON!

From the standpoint of newspapers, the Trenton Times dominates its market. Covers 73% of metropolitan area households, 96% of city zone. Beats the Trenton coverage of Philadelphia papers 10 times over.

TRENTON TIMES

Represented by SAWYER-FERGUSON-WALKER CO.

grow with OKLAHOMA

Growing Oklahoma City gets a full block, five story new Federal building, just north of its present postoffice, part of the economic development to serve a growing population.

$206,000,000 expansion record set in growing Oklahoma City

Oklahoma City in 1959 set a new record in economic development with a total of $206,688,252 expended or committed for industrial expansion and community improvement.

This outstanding total comes on top of a record breaking year in 1958 when $195,015,976 was recorded in economic development.

The 1959 total included some $105.6 millions in building permit values for Oklahoma City and the immediate vicinity, a 52% increase over 1958. This amount included 4,404 individual new residences, 19 major apartment buildings, 306 new business structures, and schools, churches and other public buildings.

Business in general in Oklahoma City reflected this growth trend. Department store sales for the first 11 months of the year were up 7% over 1958. Forbes, Inc., recognized Oklahoma City as one of the "ten best cities" business-wise for two consecutive months in 1959.

The Daily Oklahoman and Oklahoma City Times are the advertising media giving you the most effective coverage of this metropolitan market—and most of the state.

Daily combined circulation of the Oklahoman and Times reaches 55.5% of the families in a 58-county area of the state, with the Sunday Oklahoman reaching 47.4% of the families in this same area, where 67.6% of the state's retail sales are made.

Get growth in your sales with a solid selling campaign in the Oklahoman and Times, the advertising media giving you the most effective coverage of the most of the state!

600,000 in '60 CONTEST WIN $1,000 and a trip to Oklahoma City

Guess the 1960 population of "Greater Oklahoma City"—an area within a 30 mile radius of the state capitol building in Oklahoma City. Write for free contest information. Nothing to buy. Contest ends March 31, 1960.

grow with OKLAHOMA
TOTAL CIRCULATION
Daily Combined 270,101
Sunday 240,753
Sept. 30, 1959 Publishers Statement
Six months average.

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company
Represented by The Katz Agency

Where should advertising start?

You can no more build worth-while national advertising from the top down than you can build a skyscraper by starting on the 40th floor.

It's an upside-down way to work.

Successful national campaigns can't begin with brainstorming conferences or stargazing sessions. They must start, instead, where the sale is to be made.

For even though manufacture, distribution and sales management are national in scope, sales themselves are still local. And in order to work at the local level, national advertising must solve pre-defined *local* sales problems.

That's what the right-side-up advertising prepared by Grant does. We think we're in an unusually good position to produce *national* advertising with *local* bite because we have a fully staffed Grant office close to almost anywhere *you* want to make a sale.

Now—where do you want to make a sale?

Grant Advertising, Inc.

CHICAGO
NEW YORK
HOLLYWOOD
DALLAS
DETROIT
SEATTLE
SAN FRANCISCO
MIAMI
TAMPA
HAVANA
NASSAU
MEXICO CITY
MONTERREY
CARACAS
RIO DE JANEIRO
SAO PAULO
BUENOS AIRES
LIMA
SANTIAGO
PANAMA
TORONTO
WINDSOR
MONTREAL
LONDON
BOMBAY
CALCUTTA
BANGKOK
HAMBURG
NEW DELHI
MADRAS
KARACHI
MANILA
HONG KONG
TOKYO
SINGAPORE
COLOMBO
JOHANNESBURG
CAPE TOWN
SALISBURY
DURBAN

York, billed $19,250,000, including $2,700,000 in capitalized fees, in 1959. Its 1958 total was $11,105,000, including $1,257,000 in fees. The agency began 1959 as Mogul, Lewin, Williams & Saylor—the result of a merger between Emil Mogul Co. and Lewin, Williams & Saylor. By April, A. W. Lewin, board chairman, was no longer connected with the shop, and arbitration hearings involving a dispute between Mr. Lewin and Emil Mogul, president, resulted in an "amicable" settlement in October. In September, the agency was renamed Mogul, Williams & Saylor. At the time of the merger, Lewin, Williams' billings were put at $7,000,000.

The agency last year added Duofold, U.S. Boat Corp., Standard Security Insurance Co., Howard Stores and James E. Pepper (Schenley). The agency reported no account losses. Billings breakdown: newspapers 29%, magazines 17%, radio 11.5%, television 38.5%. The agency employs 205 persons. It expects 1960 volume to rise 7%.

North Advertising, Chicago, billed $15,100,000 in 1959, compared with $15,000,000 in 1958.

The agency last year added the American Institute of Men's & Boy's Wear, Aansworth Ltd. and Aansworth Duet Corp., First National Bank of Chicago (bond department), Columbia Foods division of Consolidated Foods Corp., Deep Magic dry skin conditioner (Toni Co.), Gilbey's Spey Royal scotch (James Beam) and Reddi-Wip Inc. It lost Waterfill & Frazier Distillery, billing $100,000, and Sheffield Watch Co. The American Institute of Men's & Boy's Wear dropped a $700,000 consumer advertising plan in favor of a "slightly less than" $100,000 campaign in business papers as it went to North.

The agency's billings were invested as follows: newspapers 5%, magazines 24%, supplements 5%, radio 2%, television 59%, outdoor 1%, business papers 2%, transit advertising 1%, point of sale 1%. North employs 150 persons in three offices. It expects a 10% gain in 1960 volume.

Parkson Advertising, New York, billed $18,600,000 in 1959, compared with an estimated $17,400,000 in 1958. The agency reported no account gains or losses. More than 90% of Parkson's billings were invested on behalf of Pharmaceuticals Inc., and J. B. Williams, a subsidiary. Billings were invested as follows: 4% in newspapers, 1% in magazines, 2% in supplements, 2% in radio, 90% in television and 1% in business papers. Parkson employs 52 persons. It expects 1960 volume to be about the same as last year.

Potts-Woodbury Inc., Kansas City, Mo., billed $10,021,533, including $598,246 in capitalized fees, last year. The agency's 1958 total was $9,083,631, including $214,907 in fees. The agency gained the Gordon Johnson Co. in 1958 and lost Goetz Brewing Co.

In January, 1959, the agency lost its founder, Richards J. Potts, who died in retirement. Its billings were invested: 27% in newspapers, 8% in magazines, 14% in radio, 19% in television, 7% in outdoor, 16% in business papers and 9% in other media. Potts-Woodbury employs 127 persons in three offices. It expects a 10% advance in 1960 volume.

Reach, McClinton & Co., New York, billed $22,149,199 including $1,724,508 in capitalized fees in 1959. The agency's 1958 total was $15,839,445, including $795,021 in fees.

Reach last year added Vanity Fair Mills, Fairbanks-Morse, Daniel Green Slipper Co. and Halsam Toys. It also gained John H. Breck's reported $3,000,000 in tv billings for 1960. The agency lost the Hi-C division of Minute Maid, Candy Grams Inc. (via resignation after a conflict with N. J. Bell Telephone), Macfadden Publications, A. C. Allyn & Co., Lester B. Knight & Associates, $4,000,000 in International Latex billings (Playtex girdles), and Westinghouse Electric (by resignation after the agency folded its international division).

Dean Uptegrove, who had been president of H. B. Humphrey, Alley & Richards before it merged with Reach in 1958, became senior vp, creative review board chairman and board member of the parent company. Douglas Burch switched from Leo Burnett Co. as media director. Lester A. Weinrott, former creative consultant to Arthur Meyerhoff Associates, joined Reach as vp for marketing, a new post. Ralph Rosenberg Jr. came from Lennen & Newell as vp and copy director. Philip White left his post as vp and board member to join the Buchen Co.

Billings breakdown: newspapers 23%, magazines, business papers and supplements 26.5%, television and radio 38.4%, production 10.8% and fees 1.3%. The agency employs 220 persons in six offices. It expects a 5% increase in 1960 volume.

Knox Reeves Advertising, Minneapolis, billed $13,432,418, including $546,173 in capitalized fees, in 1959. Its 1958 total was $11,108,263, including $445,713 in fees. Its 1958 billings figure is a revision from the $10,915,272 originally reported here last year.

The agency gained a number of divisions of the Wood Conversion Co., F&M Engineering (Sno-Flok), Minneapolis Brewing Co. (Wunderbard, Grain Belt beer), and additional assignments from General Mills. These included the nuclear division and five new Betty Crocker products, plus additional test market assignments.

Hold On to It!

Every year the demand for ADVERTISING AGE's annual agency billings issue increases. Because of its value as a permanent reference, AA suggests that each reader file his copy where it can't be lifted. We will gladly fill all the requests we can for additional copies but eventually the supply runs out. So . . . please hold on to it!

Knox Reeves lost the $3,000,000 Mars Inc. account last Dec. 1. Another loss—announced but not effective until next June—was Red Brand flour and other regional flour brands which General Mills will move to Dancer-Fitzgerald-Sample.

The agency added Fred Wachter, formerly exec vp and general manager of Erwin Wasey, Ruthrauff & Ryan's eastern division, who was named vp and account supervisor. On Aug. 1, Mr. Wachter opened a Chicago branch for the agency. This office was closed after the loss of Mars. John H. Sarles, vp and account supervisor, became plans board chairman. Todd E. Thomas, formerly a principal in the now-defunct Zeuthen, Thomas & Hulbert agency, Minneapolis, joined Reeves as an account exec.

Billings breakdown: newspapers 19.7%, magazines 14%, radio 3.4%, television 49.2%, outdoor 2.2%, "other" 11.5%. The agency employs 110 persons in one office. It expects a 10% advance in volume this year.

Ross Roy Inc., Detroit, billed $14,400,000 in 1959, the same total it reported for 1958. The agency said its '59 total included $7,771,000 in space, time and related services and $6,629,000 in merchandising, direct mail and sales promotion.

Last year it added the $350,000 account of the Detroit Bank &

going...
real going...
GONE on
'TEEN

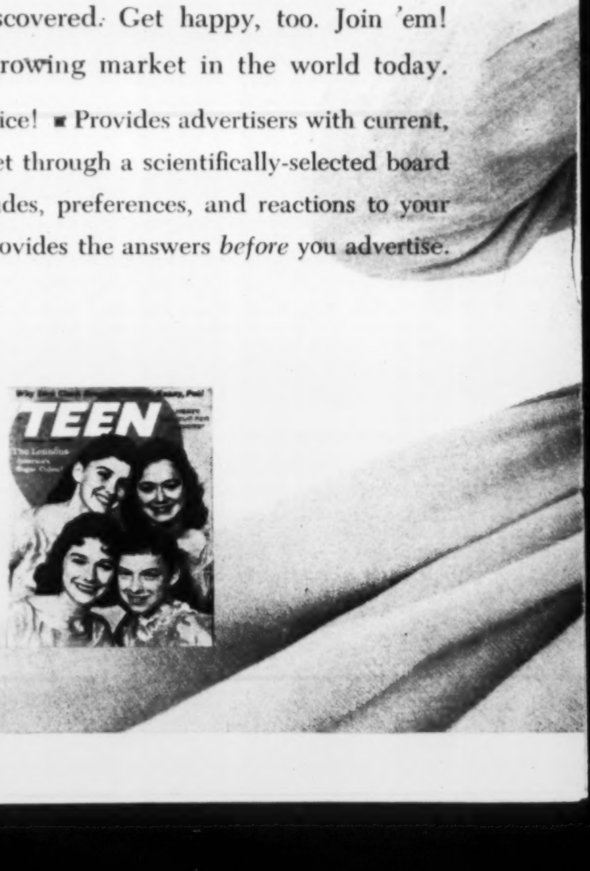
the fastest growing magazine in the world

Breaking all records and racing up to a readership of 650,000 in two and a half years! Proof that over 18,300 new teen-agers start going steady with 'TEEN every issue... Over 18,000 new members a month of the world's fastest growing market are real gone on the world's fastest growing magazine. ▪ Why this phenomenal increase? 'TEEN has captivated and captured its market, the American teen-ager. A market in the habit of buying... a ten billion dollar habit, as advertisers have happily discovered. Get happy, too. Join 'em! Buy 'TEEN and sell the boom-spending, fastest growing market in the world today.

'TNCB, 'TEEN NATIONAL CONSUMER BOARD at your service! ▪ Provides advertisers with current, accurate insights and data on the national teen-age market through a scientifically-selected board of 1500 teen-agers. ▪ Determines teen-age tastes, attitudes, preferences, and reactions to your product, then interprets and analyzes findings. 'TNCB provides the answers *before* you advertise.

Write or phone your nearest 'TEEN *office:*
LOS ANGELES: *5959 Hollywood Blvd. • HOllywood 6-2111*
SAN FRANCISCO: *155 Montgomery St. • EXbrook 7-5367*
DETROIT: *3337 Book Building • WOodward 3-8245*
CLEVELAND: *834 Schofield Building • MAin 1-1139*
CHICAGO: *360 North Michigan Avenue • FRanklin 2-6067*
ST. LOUIS: *915 Olive Street • GArfield 1-5153*
NEW YORK: *17 East 48th Street • PLaza 1-6690*

'TEEN MAGAZINE—Another Petersen Publication



Trust Co., Darin & Armstrong Inc., Allied Products Corp. and Mohawk Lumber & Supply Co. It lost part of the Chrysler Corp. of Canada business (Dodge and DeSoto cars, Dodge trucks).

Ross Roy retained Chrysler and Plymouth cars, Fargo trucks and Valiant cars in Canada. Chrysler had been expected to bill about $4,000,000 in Canada last year, about $2,500,000 represented by the departing Ross Roy portion. The agency's Windsor, Ontario, office affiliated with Willis Advertising Ltd., Toronto, during the year. R. B. Mackay, formerly assistant to the ad manager of General Motors of Canada, was named vp of Ross Roy in Canada, with responsibility for Plymouth, Chrysler, Fargo, Valiant and Chryco advertising. Ross Roy employs 250 persons in four offices.

Rumrill Co., Rochester, N. Y., billed $10,879,000, including $4,797,000 in capitalized fees, in 1959. In 1958, Rumrill billed $10,324,094 to break into the ranks of the $10,000,000-and-up group for the first time. The '58 total included $3,995,330 in capitalized fees.

The agency last year added Crowley's Milk Co., Electromode division of Commercial Controls Corp. and Kee-Lox Mfg. Co. It lost the Otto Bernz Co. and the Sealtest division of National Dairy Products. George Darcy, senior vp-administration, resigned in April. Billings breakdown: newspapers 14%, magazines 26%, supplements 3%, radio 6%, television 9%, outdoor 3%, business papers 32%, farm publications 4%, transit advertising 3%. Rumrill employs 143 persons in three offices. It expects 1960 volume to rise 10%.

Vickers & Benson, Montreal, billed about $13,200,000 in 1959, compared with about $12,100,000 in 1958.

New clients in 1959 included Salada-Shirriff-Horsey (corporate advertising, institutional advertising for the Horsey division, and brand advertising for Crawford caramel spread and a new product), Best Foods (which merged with Corn Products in 1958; Vickers is the Corn Products agency in Canada), Harding Carpets and Imperial Life Assurance. The agency reported no lost accounts.

Vickers invests about 30% of its billings in broadcast media. It employs 200 persons in two offices. The agency expects a 10% gain in volume this year.

Wade Advertising, Chicago, billed $24,818,000 in 1959 as compared with $18,900,000 in 1958. Wade last year added Zurich American Insurance Co., Ice Capades and R. R. Williams Inc. It put $20,500,000 in television ($13,400,000 in networks and $7,100,000 in spots). Radio spots amounted to $1,100,000. Wade employs 128 persons in three offices. It expects a 12% gain in volume this year.

Warwick & Legler, New York, billed $22,000,000 in 1959, compared with $19,100,000 in 1958.

The agency added Hoffman Motor Car Co. (12-state distributor of the Fiat line), Lancia & Alfa Romeo-national advertising, several new Carter products, three new Revlon products (Eye-Fresh, a make-up product and a women's grooming aid), additional Mennen products (tube shave creams, men's talcs and new products). In January this year Joseph E. Seagram & Sons said its Kessler whisky would move from Young & Rubicam to Warwick. The agency lost Mennen's Dateline deodorant.

During the year, Richard Bean, previously with McCann-Erickson, joined W&L as vp and media director, succeeding H. H. Doberteen; Jack Kaduson left the agency to become vp in charge of advertising and sales promotion at Four Roses Distillers (a member of the House of Seagram); Sherwood Dodge, previously exec vp at Fletcher D. Richards Inc., was named vp and marketing director.

Erwin D. Swann, earlier exec vp with L. H. Hartman Co., became vp and member of the accounts management committee of W&L; John Malloy, previously with E. B. Weiss & Co., became vp and ac-

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for billings figures and other data about the nation's advertising agencies. The usual features will be back in their regular places next week.

TEEN
HEAVY MAKEUP FOR TEENERS?
Kenny, Pat!
FREE

Gaining new readers at the rate of 18,300 every issue, from 100,000 to 650,000* in two and a half years

*GUARANTEED CIRCULATION
READERS PER MONTH: 2,600,000

PP O-8

So much more-- at the Commodore!

Tough client session? Relax... with the biggest 'n best drink, by a master mixer, at the largest bar in New York! More of everything—five wonderful restaurants, top service, central location. Without doubt, there's... **SO MUCH MORE — AT THE COMMODORE!**

HOTEL COMMODORE
42ND ST. AT LEXINGTON AVENUE N. Y. 17, N. Y.
MUrray Hill 6-6000 A ZECKENDORF HOTEL

count supervisor on Seagram's V.O. and Golden Gin; Russell A. MacDonnell left his vp spot to join Benton & Bowles; and G. Douglas Morris, formerly senior vp at Lambert & Feasley, joined W&L as vp in charge of its drug division and a member of the accounts management committee.

Warwick & Legler invested its billings as follows: 26.4% in newspapers, 24.8% in magazines, 8.2% in radio, 31.7% in television, 0.3% in outdoor, 1.5% in business papers, and 7.1% in art and mechanical. The agency employs 200 persons in two offices. It expects a "continued increase" in volume.

Edward H. Weiss & Co., Chicago, billed $15,000,000 in 1959, compared with $14,000,000 in 1958.

The agency last year added Midas Inc., Beads O'Bleach (Purex Corp.) and WBBM-TV. Midas muffler was billing between $1,000,000 and $1,500,000 at the time of the switch last June. WBBM-TV reportedly was billing about $250,000. Weiss lost John B. Canepa Co., manufacturer of Red Cross macaroni and spaghetti products.

Bernard J. Gross, formerly vp and account supervisor, was named exec vp in June. In May, Sam Gershuny, who had been with McCann-Erickson, joined Weiss as vp and chairman of the plans board.

Billings breakdown: newspapers 14.7%, magazines 17.6%, supplements 8.4%, radio 5.3%, television 38.2%, outdoor 4.7%, business papers 11.1%. Weiss employs 150 persons in three offices. It expects a 25% rise in 1960 volume.

Additional Copies, $1

This annual agency billings issue of ADVERTISING AGE is valuable as a permanent reference, so AA suggests that each reader file his copy where it won't go astray. Meanwhile, as long as the supply lasts we will gladly fill all requests for additional copies. The price is $1 a copy.

57 Agencies Billed $5-10,000,000 in 1959

Total Expands as 14 Move Up from Lower Brackets

NEW YORK, Feb. 25—Some 57 advertising agencies billed between $5,000,000 and $10,000,000 in 1959.

This compared with 49 agencies in the group in 1958. Besides the increase in number of agencies, considerable other changes took place in this bracket last year. Of the 57 agencies, 14 were not in the group last year. Of the 14, five agencies moved up from 1958 billings reported in the $1,000,000 to $5,000,000 bracket; eight billed below $5,000,000 in 1958 but were not reported; one dropped from the $10,000,000-$25,000,000 group.

■ There were seven agencies in this bracket last year whose 1959 billings have moved them up to the $10-$25,000,000 group. And there are two agencies—Frank B. Sawdon Inc. and Sweeney & James—which did not volunteer their billings, are not believed to have billed $5,000,000 or more and are therefore dropped from the current listings.

It is the policy of ADVERTISING AGE to report or estimate the billings of every U.S. or Canadian agency believed to bill $5,000,000 or more. Billings under $5,000,000 are reported only when volunteered by the agency.

The 14 agencies which moved up into this bracket from lower figures are Burdick & Becker; John C. Dowd Inc.; Sudler & Hennessey; Gaynor & Ducas; Johnson & Lewis Advertising; Cole Fischer Rogow; Bert S. Gittins Advertising; F. H. Hayhurst Co.; Victor A. Bennett Co.; Henderson Advertising Agency (Greenville, S.C.).; Liller, Neal, Battle & Lindsey; R. Jack Scott Inc.; Wermen & Schorr; and Winius-Brandon Co.

■ Burke Dowling Adams Inc. dropped down into this bracket from the over-$10,000,000 group. The agencies which moved up into the over-$10,000,000 category include Cramer Krasselt Co.; Charles W. Hoyt Co.; Potts Woodbury Inc.; Cohen, Dowd & Aleshire; Clinton E. Frank Inc. and Jackson Associates.

One agency, Wherry, Baker & Tilden, whose billings were reported at $7,000,000 last year, subsequently changed its name to Baker, Tilden, Bolgard & Barger, and early this month merged into Compton Advertising.

Approximately two-thirds of the agencies in this bracket showed billings increases last year, about eight declined and the rest were not comparable with the previous year. Most of the agencies predicted a rise in 1960 volume with ten agencies estimating the rise would be 10% and seven chose 15%. One agency expected a 20% drop in 1960 volume, one 25% and two anticipated 40% declines.

Detailed reports on each of the agencies, arranged alphabetically, follow:

Adams & Keyes, New York, was formed April 1, 1959, and reports billings for the nine months at $6,000,000, or a twelve-month rate of $9,200,000.

This agency is a merger of Burke Dowling Adams, which billed $13,000,000 in 1958, and St. Georges & Keyes, which billed around $4,500,000 that year—a total of some $17,000,000. The $8,000,000 differential in 1959 billings is partially explained by the fact that billings for Burke Dowling Adams Inc., Atlanta, are now reported separately and partially by the fact that in 1958 BDA had nine months' worth of Studebaker billings, an account it no longer has.

Burke Dowling Adams became president of Adams & Keyes, while maintaining headquarters in Atlanta, and Stanley Keyes became chairman with headquarters in New York. Three BDA veterans were appointed in New York—Edward G. Hoffman was named exec vp; Thomas Dixcy senior vp and secretary and Jack Hardy senior vp and general manager. Alfred A. Anthony was named senior vp and creative director.

Named vps in New York were James H. Cobb (who later left), James J. Freeman (later made senior vp); in Los Angeles, William D. Sloan and Robert J. Black. M. E. (Mike) Carlock left as chairman of the Adams agency early last year to join Compton. Frank A. Cason Jr. resigned as head of radio-tv to join Headley-Reed Co. Carl Harris resigned as Chicago manager at year's end.

Accounts added included De Jur-Amsco Corp., Resistoflex Corp., Guest Aerovias Mexico airline, Kleenize Corp. and in Los Angeles, Helms Olympic Bakeries, State Mutual Savings & Loan Assn. and Wallace Moir Co. Losses included Benrus Watch Co.'s Sovereign line, Foster-Grant Co., Colt Firearms Co. and Minwax Co. The agency has 85 employes in four offices.

Aitkin-Kynett Co., Philadelphia, does not report its billings and is estimated to have billed about $9,750,000, up from the $7,250,000 estimated in 1958. The agency added Tasty Baking Co. at the beginning of the year, Budd Co. in midyear and C. H. Masland & Sons in December. It dropped the Thermoid division of H. K. Porter Co. It has 128 employes.

Anderson & Cairns, New York, reports 1959 billings at $6,925,000, of which $2,300,000 was in capitalized fees. In 1958 the comparable figures were $6,869,600 and $2,000,000.

During the year, T. Hart Anderson resigned as board chairman and president John A. Cairns assumed the chairman's duties as well. Early in the year a reciprocal working arrangement was made with Botsford, Constantine & Gardner. Ashley W. Burner, vp and manager of the agency's public relations subsidiary, resigned and was succeeded by Raymond Corder.

Accounts added were Royal Metal Mfg. Co., Volvo Imports Inc., Produits Nina Inc., and Mitchum Co. The agency dropped American Enka Corp., Dictograph Products Inc., Eberhard Faber Pencil Co., C. H. Masland & Sons, Mission Valley Mills Inc. and Thomas Textile Co.

Nearly 50% of the billings went into magazines, business papers 26%, newspapers 12%, radio and television 10%, and outdoor close to 2%. The agency reported 78 employes (it reported 92 last year)

BROCHURES • CATALOGS • DIRECT MAIL
ADVERTISING PRODUCTION
Deal direct with one source — at one location
• Creative and finished art work • Photography
• Complete litho camera and plate service
• Our supervision, coordination and facilities
make better advertising easier
Metachrome, Inc. 9 E. Ohio St., Chgo 11 Ill., Michigan 2-6482

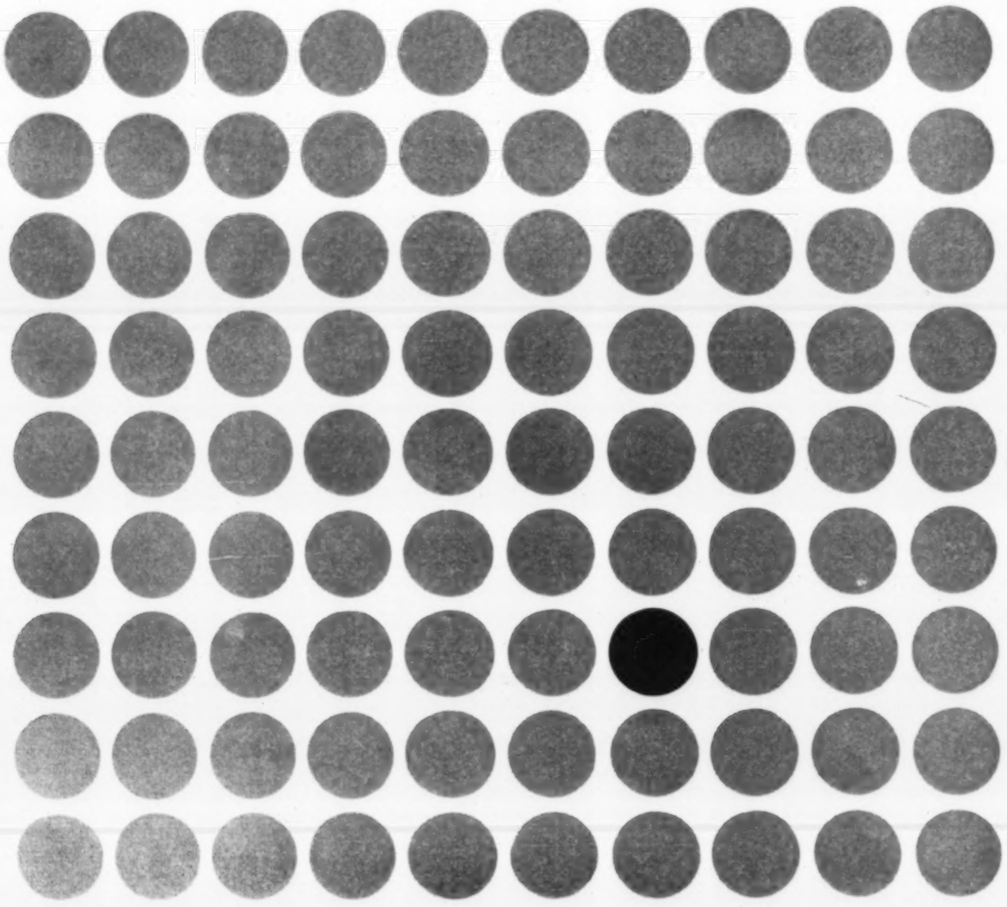
WE'RE ON THEIR LIST!

It's one of the largest shopping lists in business . . . made up by the buyers for nursing homes or homes for the aging. These homes, and there are more than 16,000 of them to date, need everything from bedpans to beauty aids.

You can get the staggering facts by reading our B P R D ad or writing to

PROFESSIONAL
nursing home

THE MILLER PUBLISHING CO.
2503 Wayzata, Minneapolis 40, Minn.
Business Journalists Since 1873



ONE stands out...

Too often you find it necessary to use a creative source that can handle only *part* of a problem effectively; consequently, you get only part of the job well done. Or, a *number* of sources must be dealt with to implement your overall program. This is obviously expensive, and a needless waste of valuable time.

Effective programming of institutional, personnel, financial, and marketing and sales promotion efforts can best be effected by using a proven, completely integrated staff of creative graphic specialists.

Our staff of 110 full-time salaried specialists is effectively planning and executing complete and partial programs for a wide variety of clients. Our results have been termed *outstanding*.

GRANT-JACOBY, Inc.,
936 North Michigan Boulevard • Chicago 11 • MOhawk 4-2055

INTEGRITY
is a definite thing

If you are a man of integrity, it is soon apparent to others. If you are not, they know it in short order.

So it is with a company. Those whose operating practices reflect a deep-rooted integrity continue to grow. Here at Jahn & Ollier, doing what we say we will do is one of our operating practices. When we say our plates are proofed to the specifications of national magazines on one of our five four-color presses, we mean just that. When we say our plates are copper powderless etched to the tone value of the subject matter, you can be sure this is done. Advertising agencies, printers, publishers and advertisers know they can depend on the production skill of J&O craftsmen. Letterpress or offset, they are sure of consistently high quality on every job.

Client confidence in the integrity of Jahn & Ollier is the foundation upon which this organization has been built during its 62 years of service to the graphic arts industry. That's why they are definite about specifying "J&O Preferred Printing Plates."

Integrity

J&O Letterpress
J&O Kencolour Offset

J&O
CHICAGO
1898

817 W. Washington Blvd. • Chicago 7, Ill.
MOnroe 6-7080

JAHN & OLLIER ENGRAVING COMPANY

SO YOU WON'T BUY WITHOUT THE FACTS?

All right, here are a few seductive ones: there are more than twice as many nursing homes and homes for aging as there are hospitals; urgent need for 70% increase; by 1965, 25,000,000 people will be 65 or over.

To be completely sold on sales potential of this market, read our B P R D ad or write to . . .

PROFESSIONAL
nursing home

THE MILLER PUBLISHING CO.
2503 Wayzata, Minneapolis 40, Minn.
Business Journalists Since 1873

in one office and predicts a 12½% rise in 1960 volume.

Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, billed $9,037,000, compared with about $8,000,000 in 1958.

Accounts added during the year were AviSun Corp.; Cordomatic division, Vacuum Cleaner Corp. of America; Foster Wheeler Corp.; Robertshaw-Fulton Controls Corp., Richmond, Ind., division; and Seaboard Seed Co. It lost Robertshaw-Fulton Controls Corp.-corporate division; American Houses; Pennsylvania Utilities Corp. and Titeflex Inc.

In a major reorganization James G. Lamb, chairman of the board, became chairman of the newly-created executive committee. President John F. Arndt became chairman and continued as treasurer. Kenard G. Keen Jr., vp and director, was named president and Robert N. D. Arndt, vp and director, was appointed exec vp. Seymour S. Preston Jr., vp and director, became chairman of the plans board. Norton J. Bond, account manager and director, was named vp and secretary of the agency.

In October the agency affiliated with Organisation Publicite European, an agency network with offices representing nine European countries. The agency has 115 employes in two offices and anticipates a rise in 1960 volume.

Aubrey, Finlay, Marley & Hodgson, Chicago, reported billings of more than $9,000,000 in 1959, compared with $8,500,000 in 1958. The agency added Barber-Greene, National Rural Electric Cooperative Assn. and Pitman Mfg. Co. It reported no losses. The agency did not break down billings by media, but the majority of billings are believed to be in farm advertising. It has 99 employes and forecasts a "moderate" increase in 1960 volume.

Baker Advertising Agency, Toronto, billed $6,300,000 in 1959, compared with $6,500,000 in 1958. The agency reported no account gains or losses. It employs 112 persons in two offices.

Victor A. Bennett Co., New York, cracked the $5,000,000 mark for the first time in 1959, with estimated billings of $5,500,000.

The agency had a formidable new business year. It added Harvey's wines, Perrier water and Relska vodka from Heublein, Cunard-Union Castle Lines, Obex Mfg. Corp. (cameras) and W. O. Peake Ltd. (Rodex coats); one account—British West Indian Airways—was dropped. In addition, the agency got increased budgets from three major clients—British Overseas Airways Corp., Longines-Wittnauer Watch Co. and British Woollens.

A London office was opened during the year under the direction of Lawrence V. Fairhall. The agency has a separate public relations unit, Bennett Associates, owns an interest in a Canadian agency, Pemberton, Freeman, Bennett & Milne, and maintains an affiliation arrangement with the Pemberton and Freeman agencies of Britain. It has 60 employes in its two offices and expects a further gain in billings in 1960.

Biddle Advertising Co., Bloomington, Ill., billed $9,243,521 in 1959, of which $5,374,620 was in capitalized fees. Comparable figures for 1958 were $8,004,083, and $4,662,000. It added Infanseat Co., L. S. Heath & Sons, Union Asbestos, American Saw & Tool Co., Coralware Mfg. Co., Blocksom & Co., Hild Floor Machine Co., Scolding Locks Corp., Lindsay Co. and Doane Agricultural Service. It lost Mason Shoe Mfg. Co., Myers-Sherman Co. and Flavor Corp.

Media breakdown: business papers 16%, farm publications 15%, radio and television 14%, magazines 10%, outdoor 6%, newspapers 4%, collateral 35%. Biddle has 130 employes in four offices, and expects business to rise 15% in 1960.

Botsford, Constantine & Gardner, Portland, Ore., reported billings of $6,479,000 in 1959, of which $1,076,200 was in capitalized fees. In 1958 the agency reported $6,415,200 billings with $982,300 capitalized.

Accounts added included the *Seattle Times*, Filice & Perrelli Canning Co., Wyandotte Olive Growers Assn. and an affiliation with Honolulu's Holst & Male for the Hawaiian Visitors' Bureau account. It lost Jantzen's women's sportswear division early in the year, said to bill about $1,000,000, later resigned the menswear division billing some $300,000, but retained the Jantzen Inc. foundation division, billing about $500,000. It also lost Lilli Ann Corp. and San Juan Fishing & Packing Co.

David Botsford Jr. moved up to chairman of the board and was succeeded as president by Joseph Maguire, who had been exec vp. Burton H. Durkee returned to Detroit and was succeeded as manager of the Portland office by vp John C. Buker. A relationship was worked out with Anderson & Cairns, New York, for an interchange of services.

Magazines got 32% of the billings, newspapers 20%, outdoor 17%, television 13%, business papers 11%, radio 3%, collateral media 2%, "other" 2%. The agency has 63 employes in four offices and expects a 5% rise in 1960 volume.

Brooke, Smith, French & Dorrance, Detroit, billed an estimated

DISC JOCKEYS HAVE NOT TAKEN OVER RADIO

It's annoying to the many talented and conscientious people in radio broadcasting to read these days that disc jockeys and attention-getting gimmicks have taken over radio. It's presumptuous of newspaper and magazine reporters to add that this is typical of all radio. This attitude may be typical of some stations—certainly not radio in general . . . definitely not WJR.

Good radio programming is an art. It consists of careful blending of information, entertainment and public service. WJR backs that belief with a program payroll of a million dollars annually. This represents the highest program budget of any radio station in the country. Many stations, like WJR, practice the art of good programming with great success. Others, either lacking the art or inclination, resort to canned music around the clock.

Music, being a popular form of entertainment, is an important consideration in WJR's programming. But here it is a well-balanced blend of "live" musical shows featuring talented artists, and recorded programs that offer music for every taste. In catering to the listening preferences of 17,000,000 people, WJR does not emphasize any one type of music. No more than we could allow any one person to select the music for all of our listeners.

"Live" music on WJR consists of a pre-tested selection of current hits, old favorites, classical, semi-classical, and choral music. WJR does not sneer at any type of music. It has its record shows, too. But, and here's the big difference, our music emcees play a varied program fare with the main emphasis on music that endures rather than the so-called top ten.

WJR's recorded musical programs include popular songs, old favorites, western and folk songs, religious music and band music, as well as the latest hits. However, WJR is not in the record promotion business. It is in the business of satisfying the listening preferences of people at every social, economic, age and educational level. This has been our sole aim for 35 years. Proof of our success is the fact that more people listen to WJR than to any of the other 196 radio stations heard in the Detroit-Great Lakes area.

WJR

The Great Voice of the Great Lakes

THIS FULL PAGE AD APPEARED IN THE DETROIT FREE PRESS AUGUST 18, 1957

here's how to flag sales in miami

For the third straight year, The Miami Herald ranks second in total advertising among all U.S. newspapers. The new 1959 high of 60,267,704 lines is a 4,230,071 lineage gain over 1958.

Just proves two points: (1) Populous, expanding **SOUTH FLORIDA***—the nation's 12th largest retail market—is a **NEWSPAPER MARKET.** (2) Smart advertisers are convinced **THE MIAMI HERALD** is the **TOTAL SELLING MEDIUM.**

Run *your* advertising schedule up this flagpole . . . and watch your customers salute!

2ND IN
THE NATION

1959 TOP TEN NEWSPAPERS
in Total Advertising

1. Los Angeles Times
2. **THE MIAMI HERALD**
3. New York Times
4. Chicago Tribune
5. Milwaukee Journal
6. Cleveland Plain Dealer
7. Washington Post
8. Washington Star
9. New Orleans Times-Picayune
10. Cincinnati Enquirer

**FIRST in Sales per family among U.S. 25 top "billion-dollar-plus" markets*

The Miami Herald

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

TOPEKA has 1 TV Station . . .

WIBW-TV is it

WIBW-TV SATURATES TOPEKA

and provides the ONLY good signal in a 100,000 TV HOME AREA!

Serving All Day . . . Any Day . . . a total of 226,850 TV homes in 38 rich Kansas counties.

Survey-Proved WIBW-TV TOPS ALL COMPETITION.

WIBW-TV — CBS, NBC, ABC — Channel 13 — TOPEKA, KANSAS

(Division, Stauffer-Capper Publications)
REPRESENTED BY AVERY-KNODEL, INC.

$9,000,000 in 1959, which represents no change from the estimated $9,000,000 it billed in 1958.

The agency last year added American-Standard's industrial division (formed by the consolidation of the American Blower, Kewanee Boiler and Ross Heat Exchanger divisions of American Radiator & Standard Sanitary). It also got the automotive finishes division of Acme Quality paint, a subsidiary of Sherwin-Williams. In September, 1958, it was named by the service division of Federal-Mogul-Bower bearings to handle advertising, effective Jan. 1, 1959.

This past January it gained Fenestra Inc. In 1959 the agency lost the Chris-Craft Corp., which billed about $500,000. It also lost Gilbey's Spey Royal scotch.

Allison Monroe resigned last February as a senior operating executive and vp to join International Breweries. Norman Traynor, creative supervisor and director of radio and tv, left to join Ross Roy Inc. Gerald M. Miller, vp and account exec, joined Buick as ad manager in the merchandising department. Harry E. Pengel, vp and media manager in the New York office, died in June. Willard French, long-time president and later board chairman, died on Dec. 26. He was vice-chairman of the agency at the time of his death. The agency has two offices. Its personnel total was not available.

Brown & Butcher, New York, reported billings of $7,200,000 in 1959, compared with $5,300,000 the previous year. New accounts added included AnDrue Laboratories, Charles Antell, Savoy car shampoo (the last two purchased by B. T. Babbitt Corp.), General Acceptance Corp., Pharmaco Inc., Thiokol Chemical (brought in by new vp and art director Tom Maloney) and a portion of Electric Auto Lite. There were no losses reported. Media breakdown: newspapers 18%, magazines 19%, television 43%, radio 11%, and supplements 9%. The agency has 65 employes in one office and predicts a 10% rise in 1960 volume.

Burdick & Becker, New York, an ethical drug specialist, moves into the $5,000,000 bracket for the first time with 1959 billings reported at $6,249,308, of which $3,033,449 was in capitalized fees. In 1958 billings were reported at $2,933,847, including $1,630,968 capitalized. The agency added Sandoz Pharmaceutical, Winthrop Laboratories, Diamond Laboratories and Schwarz Laboratories. No losses were reported. All of the agency's billings went into business papers. The agency has 53 employes and predicts a 40% rise in 1960 volume.

Burke Dowling Adams Inc., Atlanta, reported 1959 billings of $5,181,424. In 1958 a quite different agency under the same name billed $13,000,000.

In March, 1959, St. Georges & Keyes merged with BDA to form Adams & Keyes, an agency with combined billings of $16,000,000, more than 150 employes and offices in New York, Atlanta, Chicago and Los Angeles. The Atlanta office, however, retained the BDA name, and this is the agency reported here.

Burke Dowling Adams became president of Adams & Keyes while maintaining his headquarters in Atlanta. Stanley J. Keyes Jr. became chairman of the new company with headquarters in New York.

The Atlanta agency added Riviera of Atlanta, Crest Motor Co. and Broyhill Furniture Factories to its account roster. No losses were reported. Newspapers got 52% of the billings, magazines 23%, radio 13%, television 7%, outdoor 5%. The agency has 58 employes and expects 1960 volume to be about the same as 1959.

Caples Co., Chicago, which reported billings of $7,500,000 in 1958, declined to report billings for 1959 beyond the statement that they were between $5,000,000 and $10,000,000 and the comment that they did not drop. The agency added Integrity Imports Inc., Japan Tourist Assn. and South African Airways to its account roster, lost the European Travel Commission and, effective January, 1960, the Irish Tourist Information Bureau. Newspapers got 40% of the billings, magazines 38%, radio 10%, television 6%, outdoor 5%, "other" 1%. The agency reports "approximately 100" employes in five offices (a year ago the agency reported 130 employes). Volume for 1960 is expected to be about the same as 1959 volume.

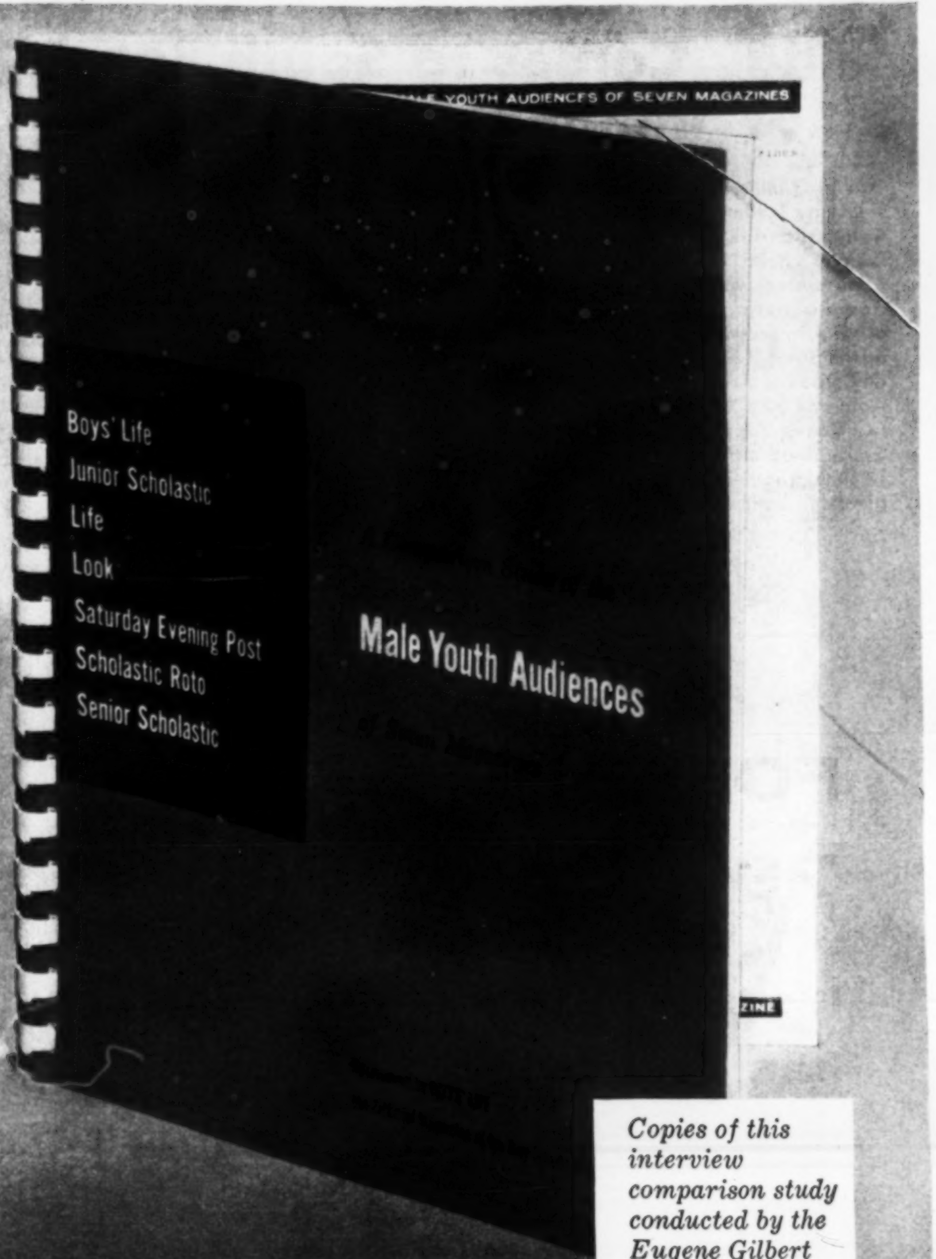
James Thomas Chirurg Co., Boston, billed $5,300,000 in 1959, compared with an estimated $5,250,000 in 1958. Accounts added

PICTURE OF THE ARGOSY MAN

Take a good look at this man.
He's a man you should know!
He's *now* spending money
for the product *you* make or sell.
He's an all-around man who finds
Argosy exciting and challenging.
He's part of today's vital market of
skilled-industrial-technical men
. . . a solid segment of the huge
23-million man market . . .
in the important 25-44 prime-
spending age group . . . the
group which accounts for
56% of all new automobile
sales. Argosy's got these men!
These are the kind of men who
read *Argosy* regularly.
Get your product in the picture!
To make sure you are reaching
and selling this big-buying,
big-family market of men in
their prime-spending years . . .
buy Argosy, a market of
5-million Men Readers.

ARGOSY

the nation's largest-selling,
fiction-fact magazine for men


YOUTH AUDIENCES OF SEVEN MAGAZINES
Boys' Life
Junior Scholastic
Life
Look
Saturday Evening Post
Scholastic Roto
Senior Scholastic
Male Youth Audiences

Copies of this interview comparison study conducted by the Eugene Gilbert Youth Research Organization among a national sample of 3,102 boys, 10 to 17, are available on request. Write to Promotion Director, Boys' Life, 2 Park Avenue, New York 16, N. Y.

Of all magazines BOYS' LIFE is read by

more boy readers

40.5% of the total 11,770,000 ten to seventeen boy population

more often

77.3% read it more than once

and longer

67.4% read it one half hour or more

BOYS' LIFE TWO MILLION NET PAID

Landau Comes to South Bend ...Indiana's New Capital* City

The $1.3 billion buying power of South Bend's 7-County Trading Zone is a natural attraction to national and regional retailers. Many, like the Landau chain, have purchased or built South Bend stores within the past year. There's no doubt about it, South Bend is a rich, growing area. And growing right with it is the circulation of the South Bend Tribune . . . 100% saturation of Corporate Area; 92.2% coverage of the Metro Area and 62.4% coverage of the 7-County Trading Zone. Support your sales program in the South Bend market with the effectiveness of a Tribune schedule. Write for free data book that gives full details about the South Bend Market.

*Investment Capital That Is

M. N. Landau Stores, Inc., recently opened this South Bend store. It's part of the Eastern firm's expansion program in the Mid-West.

The South Bend Tribune

TEST TOWN U.S.A.

The South Bend, Ind. Market
Seven Counties, over
One-Half Million People

Franklin D. Schurz, Editor and Publisher—Story, Brooks & Finley, Inc., National Representatives

were Raytheon Missile System, Taco heaters and two McGraw-Hill magazines, *Electronics* and *Nucleonics*. Chirurg lost Martin L. Hall Co.

The agency moved its Boston office to suburban Chestnut Hill and its New York office to a new Manhattan address. Chirurg is heavy in the industrial field and a large business paper user. It has 69 employes in two offices and expects a 10% increase in 1960 volume.

Cole Fischer Rogow, New York, reports it billed $8,225,200 in 1959, of which $400,200 was in capitalized fees, placing it in the ranks of the over-$5,000,000 agencies for the first time. In 1958 the agency reported billings of $4,050,000 with $450,000 in capitalized fees.

Absorption of Esmond Associates in 1958 (Lawrence Esmond became president of the agency), a full year's billings on the over-$1,000,000 Bon Ami account acquired in 1958 and increased billings on clients like Diners' Club, J. J. Newberry and Sante Fe wine are among the reasons given by the agency for its 100% billings increase.

Accounts added in 1959 were C. A. Reed Co., Kingsley Machine Co., East Asiatic Co. (Carlsberg beer), California frozen juice, Everest Records, Sheraton-West hotel and Dodge New York Retail Selling Assn. Television got 35% of the billings, radio 25%, newspapers 18%, magazines 12%, outdoor 4%, point of sale 2%, business papers and transit advertising 1% each and other media 2%. The agency says it has 65 employes in two offices and it forecasts a 40% rise in 1960 volume.

Cole & Weber, Portland, Ore., reported billings of $6,630,046 in 1959, of which $405,675 was in capitalized fees. In 1958 the comparable figures were $5,524,958 and $362,916. The agency added Precision Cast Parts Corp. and Rol-Away Truck Mfg. Co. during the year and dropped Fields Chevrolet Co., Willamette Valley Lumber Co. and Medosweet Dairies. Magazines accounted for 19% of billings, radio and television 19%, newspapers 15%, business papers 12%, transit and outdoor 6%, "other" 28%. The agency has 74 employes in three offices.

Daniel & Charles, New York, reported 1959 billings at $9,268,000, of which $933,800 was in capitalized fees and $200,000 in business done outside the U.S. In 1958 the agency reported $5,951,000 billings, including $711,000 capitalized. Accounts added included Manhattan Shirt Co. (it already had the shirt company's women's division), United Artists Records and Talbott Sweaters, all in June. It dropped Kayser Lingerie the same month, and Publix Shirt Corp. because of a conflict. Arthur Strauss, formerly Manhattan Shirt ad manager, joined the agency as an account executive. A third of the billings went to television; magazines got 31%, newspapers 13%, business papers 8%, radio 4%, magazines and point of sale 3% each, transit advertising 2% and other media 3%. The agency has 96 employes and predicts a 30% rise in 1960 volume.

John C. Dowd Inc., Boston, billed a total of $5,600,000 in 1959, of which $3,100,000 represents twelve months billings of John C. Dowd Inc. and $2,500,000 represents six months billings of Dowd, Redfield & Johnstone, New York, with whom Dowd was affiliated prior to DR&J's merger with Cohen & Aleshire to form Cohen, Dowd & Aleshire, in June, 1959. The final six months of Dowd, Redfield & Johnstone billings are incorporated in Cohen, Dowd & Aleshire. Media breakdown for the Boston operation showed 43% of the billings going to print media, 20% to television, 18% to radio, 4% to outdoor and 15% to art and production services. There are 51 employes in one office and a rise of about 10% is expected in 1960 volume.

Foster Advertising Ltd., Toronto, reported 1959 billings at $9,000,000, compared with $7,300,000 in 1958. Account additions were Canada Cycle & Motor Co., Canadian Acme Screw & Gear, Galt Machine Screw Co. and Ronson Products of Canada, all in January; Colgate-Palmolive Co. (Genie, Vam hair tonic, Wildroot cream oil) in July; Rock City Sales (Black Cat and Corvette cigarets) in June; Loblaw Groceterias Co. in August and Wm. Hollins & Co. (Viyella) in December. Foster reported no losses. It has 145 employes in three offices.

Fulton, Morrissey Co., Chicago, billed $5,755,548 in 1959, of which $1,862,241 was in capitalized fees,

HOW IS IT POSSIBLE FOR ONE STATION TO EARN 79% OF LOCAL BUSINESS?

It's true in Des Moines, Iowa, where KRNT-TV has had over 79% of the local business in this major 3-station market for 3 years!

There is nothing so satisfying as doing business with people who know what they're doing and where they're going. Leading local and national advertisers have known for years that the "know-how, go-now" stations in Des Moines are KRNT Radio and KRNT-TV.

They have confidence in the ability of our people to make their radio and television investments profitable. It seems clear that for these astute advertisers, there is nothing so satisfying as radio and television fare presented by good, honest, experienced air personalities who know what they're doing.

From surveys made several times a year for the last several years, it seems evident that the people of Central Iowa like to listen to and view our stations.

Latest F.C.C. figures show KRNT-TV handled over 80% of ALL the local television advertising placed in this three-station market. The year before, over 79% . . . and the year before that, over 80%. Our local RADIO business in a six-station market has always exceeded that of our nearest competitors by a country mile.

We know for a fact that these figures are merely a reflection of our public acceptance . . . our long-standing excellence in public service . . . reliability that is vital in all selling! We believe this to be true: the ones that serve are the ones that sell in Des Moines.

People believe in and depend upon these stations. Check the ratings, check The Katz Agency, check the cash registers.

KRNT
RADIO and TV

COWLES STATIONS REPRESENTED BY THE KATZ AGENCY, INC.

GOOD QUESTION:

What makes an ad in one newspaper out-pull an ad in another? The real reason is not readily found in cold statistics.

In the Washington-Virginia-Maryland area (one of your richest markets) The Washington Star has long been noted for its remarkable pulling power. Is the explanation to be found in mere circulation figures? Most certainly not. It is to be found, rather, in the unreserved acceptance of The Star by the families that account for the bulk of the buying power in this booming area.

These people believe in The Star, like what it stands for, have made it part of the family. This invisible ingredient gives your advertising in The Star an

Extra Selling Thrust

that doesn't show up in statistics but makes itself felt in no uncertain terms in the pulling power of your advertising in

THE WASHINGTON STAR
WASHINGTON, D.C.

Member of MILLION MARKET NEWSPAPERS, INC.
New York: 529 Fifth Avenue • Chicago: 333 N. Michigan Boulevard • Detroit: New Center Building
Los Angeles: 3540 Wilshire Boulevard • San Francisco: 111 Sutter Street
Special Florida Representative: McAskill, Herman & Daley, Inc., Roosevelt Bldg., 4014 Chase Avenue, Miami Beach, Florida

Young Chicago loves to buy…

...the Chicago Sun-Times

The young families are the big buying families, in Chicago as anywhere else. But nowhere else can you reach them more effectively. In Chicago, more young families read the Sun-Times than any other newspaper.*

*Source: Publication Research Service Study #5

etc. Comparable figures for 1958 were $5,323,559 and $1,618,018. The agency billed $88,321 in foreign countries in 1959, down from $103,704 in 1958.

It added Goodyear Tire & Rubber Co.'s "Business Progress Magazine" (as of 1960), National Assn. of Home Builders, National Assn. of Clay Pot Manufacturers, and National Retail Lumber Dealers Assn. The agency lost Lennox Industries, the Fashionwood Kitchens division of Curtis Companies, Harnischfeger Homes, Autoyre & Kennatrack divisions, Ekco Products, Allen B. Wrisley Co., In-Sink-Erator Mfg. Co. and Lennox Industries, Canada.

Media breakdown: magazines 53%, business papers 36%, newspapers 5%, television 1.9%, radio 1.5%, outdoor 0.06%, "other" 2%. The agency has 33 employes, and expects 1960 billings to drop 25%.

Gaynor & Ducas, New York, reported billings at $5,274,158 in 1959, of which $2,284,120 represented capitalized fees. This was well ahead of the 1958 billings of $3,728,654, with capitalized fees of $1,810,443. The agency added British West Indian Airways, Space Electronics Labs., and U.A.T. French Airlines; it lost Coleman Engineering Co. Media breakdown: newspapers 17%, magazines 49%, radio 5%, television 5%, outdoor 5%, business papers 9%, farm publications 5%, point of sale 5%. The agency employs 55 persons in two offices and expects a 20% increase in business volume in '60.

Bert S. Gittins Advertising, Milwaukee, reports billings of $5,500,000 in 1959, compared with $5,000,000 in 1958. It had not previously reported 1958 billings and did not appear in last year's listing.

The agency added Kearney & Trecker Corp. in June and Seaman-Andwall Corp., subsidiary of American-Marietta Co., in December. It lost Hevi-Duty Electric Co. in August. Business papers got 41% of the billings, radio and television 7%, other media 52%. Gittins has 72 employes in one office and expects 1960 volume to be about the same as 1959.

Gotham-Vladimir Advertising, New York, billed an estimated $6,250,000 in 1959, down from a revised estimate of $6,500,000 in 1958. The agency, which does more than half its business in international advertising, lost the international advertising of Friden office machines, Schlitz beer, Pillsbury Mills and Standard Oil of California. It added Westinghouse Electric International and several other accounts. The agency's Puerto Rican office continued to show gains. There are 75 employes in four offices and a 10% rise in 1960 volume is predicted.

Monroe Greenthal Co., New York, reported 1959 billings at $5,850,000, of which $900,000 was in capitalized fees. In 1958 the figures were $5,250,000 and $900,000. During the year the agency added A. M. Kidder & Co.; Great Western Producers; Day & Martin, London (Lion boot polish); Walter Read Co. (Aromarama movies) and two real estate companies, Pease & Elliman and Carol Management. No losses were reported. Magazines got 18% of the billings, newspapers 17%, television 13%, outdoor 2%, supplements 1.5% and other media 4.5%. The agency has 65 employes in one office and expects a 12% increase in 1960 volume.

L. H. Hartman Co., New York, reported 1959 billings at $7,125,000, compared with $7,050,000 reported in 1958. The agency changed its method of computing billings for 1959 with the addition of a $481,000 item for "production, point of sale, etc." It also revised downward its 1958 space and time purchases, originally reported at $6,900,000, to $5,263,000, and raised its 1958 capitalized fees from $150,000 to $887,000. Space and time purchases for 1959 are reported at $5,420,000.

Accounts added during the year were General Preserve Co., Impala Corp., Weston Biscuit Co., Tasti-Cup Coffee Corp., and Coldwater Seafoods Corp. It lost Fleischmann Distilling Co.'s Black & White scotch, one of its oldest and largest accounts; Fleischmann's bourbon brands (Churchill bonded, Churchill 88, Old Medley and Olde Heirloom); Schenley Industries' Cream of Kentucky bourbon; Gruen watches and Dinner Redy Corp., the last two acquired in 1958. Fleischmann Distilling went to Compton, Cream of Kentucky to Doyle Dane Bernbach, Gruen to Al Paul Lefton Co. Erwin D. Swann, former Schenley ad director who joined the agency in February, 1958, as exec vp and general manager, resigned in February, 1959, and joined Warwick & Legler as a vp.

Newspapers got 37% of the agency's billings, it was reported; magazines 27%, television 14%, radio 7%, outdoor, business papers and point of sale 5%. The agency reports 48 employes in one office and expects a 10% drop in 1960 volume.

F. H. Hayhurst Co., Toronto, moves into the ranks of the over-$5,000,000 agencies with 1959 billings of $7,885,000, a 19% rise over 1958 billings. This agency has never reported its billings before. Accounts added in 1959 were additional brands of Carling Breweries Ltd. in Ontario, Quebec and British Columbia provinces and all brands in Manitoba; Clearasil Inc.; Mennen Co. Ltd.; L. M. Parker Ltd. (Chanel, Evening in Paris, Caron perfumes), Rothmans of Pall Mall Ltd. (Rothmans king size, Rembrandt and Consulate cigarets) and Sun Oil Co. Ltd. Hayhurst lost industrial advertising of Canadian Westinghouse; Dack Corp. Ltd. and Morris Motors (Canada).

Newspapers got 30% of the billings, television 22%, supplements 17%, magazines 14%, radio 15%, business papers 5%, outdoor and farm publications 3% and transit advertising 1%. The agency has 122 employes in four offices and expects a rise in 1960 volume.

Henderson Advertising Agency, Greenville, S.C., moved into the $5,000,000 ranks with billings for 1959 reported at $5,200,000, compared with $3,500,000 in 1958.

Added during the year were Norris Mfg. Co. in March, Alester G. Furman Co. in May, new products for the Miles Products division of Miles Laboratories in October, South Carolina Bottlers of Carbonated Beverages Inc. in November. Effective in January, 1960, the agency picked up Her Majesty Underwear Co., Dayton Rubber Co. (textile division) and Sea Pak Corp. No losses were reported. Henderson is the agency for Texize chemicals, which bills more than $4,500,000. Television got 60% of the billings, print 25%, radio 10% and other media 5%. Henderson has 52 employes and forecasts a 20 or 30% rise in 1960 volume.

Hicks & Greist, New York, reported 1959 billings at $8,200,000, of which $800,000 was in capitalized fees, compared with 1958 figures of $7,950,000 and $720,000.

Accounts added during the year were Sessions Clock Co., A. W. Haydon Co., Dixon Crucible (pencil sales), Pez-Haas, Clifton Conduit, Shippers' Car Line division of ACF Industries and, this past January, Cornish Wire & Cable. The agency lost Fellows Gear Shaper Co. and American Car and Foundry Division, ACF Industries. Television got 63% of billings, magazines 14%, newspapers and business papers 8% each, radio 5%, other media 2%. Hicks & Greist has 80 employes in two offices and expects a 10% rise in 1960 volume.

Hixson & Jorgensen, Los Angeles, reported 1959 billings at $8,600,000 compared with $9,022,442 reported in 1958. The agency added Sabin Robbins in April, M&D Fixtures in October and Virco Mfg. Co. in December. It lost Toyopet Motor Sales USA in July and Fluor Corp. in December. Newspapers got 20% of the billings, television and outdoor 13%, radio 12%, business papers 11%, magazines 6%, supplements 4%, farm publications and point of sale 3% each, transit advertising 2% and other media 13%. The agency has 98 employes in two offices and expects a 10% rise in 1960 volume.

Johnson & Lewis, San Francisco, a new entry in the ranks of the over-$5,000,000, reports 1959 billings at $7,202,150, of which $2,332,475 is in capitalized fees and $5,233 in foreign billings. In 1958 billings were reported at $3,758,527, of which $1,116,844 was capitalized fees. Blitz-Weinhard Co. was added in July. No account losses were reported. Newspapers got 33% of the billings, magazines 30%, outdoor 12%, radio nearly 10%, television 6%, business papers 4%, transit advertising 3%. The agency has 63 employes in two offices and expects 1960 volume to be about the same as 1959.

Joseph Katz Co. of New York, which began operations under that name April 1, 1959, reports billings for that year at $7,500,000, of which $2,000,000 was in capitalized fees.

The agency added White Shield Corp., Sapphire Corp. and Gotham Audio Sales, all with billings beginning in January, 1960. It reported no losses. Following the death in October, 1958, of Joseph Katz, chairman of the Baltimore and New York agency of that name, the family interests were bought out by employes, with most of the accounts and billings going to the New York operation. A group headed by Harry Kullen (now president) and Charles W. Shugert (exec vp) acquired the New York stock in April. Newton Odell joined as director of marketing. Paul Carpenter came over as secretary-treasurer. Harry W. Bennett resigned as senior vp and chief administrative officer. Theodore Braude left as account group supervisor.

Outdoor got 25% of the agency's billings, television 25%, newspapers 20%, radio 10%, point of sale 15%, business papers 3%, magazines 2%. Katz has 47 employes and a 15% rise is forecast in 1960

All the advertising men in America could fit in the convention rooms of Sheraton Hotels in U.S.A., Hawaii and Canada

SHERATON
etame

SHERATON THE PROUDEST NAME IN HOTELS

volume.

Lang, Fisher & Stashower, Cleveland, does not report its billings and they are estimated to have been $5,250,000 in 1959, compared with an estimated $5,000,000 in 1958. The agency added Cleveland Trust Co. to its roster in May. Radio and television got 65% of the billings, publications a little more than 12%, print production 9%, outdoor and transit about 1% each and service fees 11%. The agency has 61 employes and expects an increase in 1960 volume.

Lawrence Fertig & Co., New York, does not report its billings and they are estimated to have been about $8,100,000 in 1959, the same estimate given for 1958. No account changes are recorded. Newspapers got some 58% of the billings, outdoor 20%, magazines about 15% and business papers 7%. Fertig has about 90 employes and 1960 volume is expected to rise about 5%.

Lewis & Gilman, Philadelphia, does not report its billings and they are estimated to have been about $5,500,000 in 1959, compared with an estimated $5,000,000 in 1958. During the year the agency added Paterson Parchment Paper Co. (it already had the pr account), Pharmacem Specialties Inc. and Periodical Publishers' Service Bureau. It lost the $500,000 Budd Co. account after a long association. Magazines got 65% of the billings, much of it in professional and medical magazines, radio 17%, television 8%, and newspapers 5%. The agency has 68 employes.

Liller, Neal, Battle & Lindsey, Atlanta, which was not listed in last year's compilation, now reports that it has billed "between $5,000,000 and $10,000,000" for the last two years and is estimated to have billed $6,000,000 in 1959.

Accounts added during the year were Bowater Board Co., Bev-Rich Co. Outdoor Development Co., Rich's department store and the agency's public relations department added Armour Agricultural Chemical Co. and H. W. Lay & Co., both long-time advertising accounts. No losses were reported.

Almost 31% of the billings went into television, 22% in magazines, 16% each in radio and television, 5% in supplements, more than 3% each in outdoor and farm publications, 2% in point of sale and business papers and 1% in transit advertising. The agency has 71 employes in three offices and expects a 15% rise in 1960 volume.

Earle Ludgin & Co., Chicago, billed an estimated $6,700,000 in 1959, compared with $6,985,000 in 1958 (the latter figure, now reported by Ludgin, is slightly above AA's original estimate of $6,500,000). Ludgin lost Tidy House, billing $1,000,000, in the last half of 1959, made up much of this loss in annual billings with $400,000 of Reuben H. Donnelley Corp.'s Yellow Pages (added in April). The agency also added Union Tank Car Co., will add Jewel Stores beginning next month, and lost *This Week Magazine*.

During the year past, Vincent R. Bliss resigned as president and John H. Willmarth, formerly exec vp and creative director, was named to succeed him. George A. Rink became general manager and Ralph E. Whiting chairman of a new executive committee. Hugh Wells rejoined the agency as creative vp and member of the executive committee. Print media accounts for more than half the agency's billings. The agency has 53 employes and expects a 15% increase in 1960 volume.

MacFarland, Aveyard & Co., Chicago, does not report its billings and they are estimated to have been $8,700,000 in 1959, compared with an estimated $8,500,000 in 1958. The agency added Wayne Knitting Mills in June and La Salle National Bank in January, 1960. It reported no losses.

Walter C. Power moved up from vp to exec vp and general manager, a new post. David Stotter became senior vp, also a new post. Robert K. Byars, vp and account executive, joined Erwin Wasey, Ruthrauff & Ryan in Los Angeles.

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for billings figures and other data about the nation's advertising agencies. The usual features will be back in their regular places next week.

Magazines got 39% of the billings, newspapers and television 22% each, radio 15%, outdoor 2%. The agency has 90 employes and expects a 15% increase in 1960 volume.

McCarty Co., Los Angeles, reports 1959 billings at $6,100,000, compared with estimated billings of $8,000,000 in 1958.

There was considerable organizational reshuffling last year. In February, a Houston branch was added with the acquisition of Stonedale-Jones Advertising whose name was changed to Persons-Beauchamp Advertising. In March, McCarty's New York affiliate, McCarty Co. Advertising Inc., disagreed about client service in Texas (where it had originated), broke away and changed its name to Persons Advertising Inc. Two former top vps, Robert Holley and Eugene Thomas, thereupon moved and set up a new subsidiary, McCarty Co. of N.Y. Inc., with Hambro Automotive Corp. among the accounts they brought with them.

Meanwhile, back in Los Angeles, two executives—Page Otero and Curtis Winters—formed Otero & Winters. Of their nine accounts, they had handled seven at McCarty and one had left six months earlier.

McCarty Co. of Washington, in Seattle, opened a branch in Tacoma headed by Ted Baker.

Accounts added by McCarty of Los Angeles included Gaffers & Sattler, Utility Appliance Corp., Challenge Mfg. Corp. and Certified Trust Deeds. Losses included Clayton Mfg. Co., Sparkling Meter Co. and Network Electronics.

The agency employs more than 80 in six offices and predicts a 10% rise in 1960 volume.

McConnell, Eastman & Co., Toronto, does not report its billings and they are estimated to have been about $9,700,000 in 1959, compared with an estimated $9,200,000 in 1958. Billings this year are expected to take a sharp rise with the acquisition of such accounts as Canadian National Railways and Kelvinator of Canada. In 1959 the agency also added Continue-Flo Heating Products Ltd., and at the end of the year the newly-formed Pharmaceutical division of Platex Ltd. (Isodine, Isodettes) was added to the Playtex list already in the shop. It lost Ovaltine Food Products Co. In 1958 the agency reported 90 employes.

Arthur Meyerhoff Associates, Chicago, reported 1959 billings at $8,571,918, of which $165,000 was in capitalized fees. This compares with $8,408,123 and $135,920 reported in 1958. No account changes were reported.

Administratively, the agency has had an active year. It changed last summer from a partnership to a corporation and made numerous executive appointments, the most recent of which was that of account supervisor Benjamin J. Green as vp early this month. Radio and television got 62% of the billings, newspapers 30%, transit and outdoor 4%, magazines 2%, business papers 1%, "other" 1%. Meyerhoff has 72 employes in one office and expects 1960 volume to be about the same as 1959.

Miller Advertising, New York, reports 1959 billings of $5,100,000, of which $1,250,000 was capitalized fees. In 1958 the billings were $5,000,000, including $1,500,000 capitalized. Accounts added included Indiana University Press, Julian Press, Kit Electronics, Hill & Wang, Arbor Homes, American Dance Club, Car Skin, Florman & Babb and Autovox Corp. of America. "A number of local real estate accounts departed with one of our account executives on July 31, 1959," the agency reports. Newspapers got 80% of the billings; magazines, radio and business papers 5% each, television 2% and other media 3%. Miller has 45 employes and predicts a 20% increase in 1960 volume.

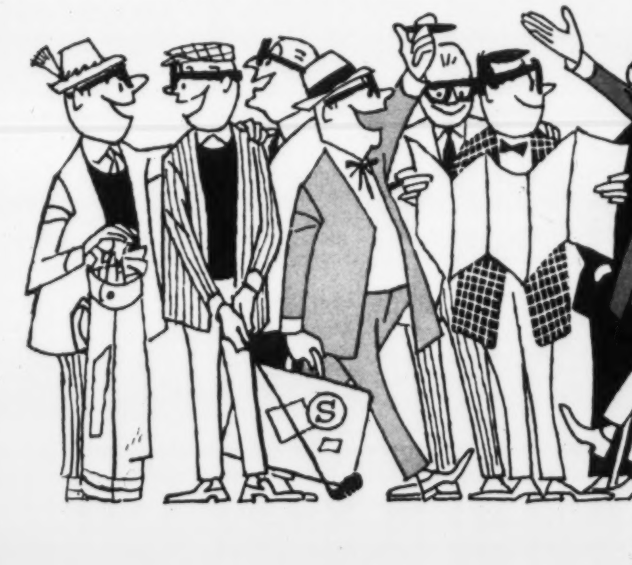
John F. Murray Co., New York, does not report its billings and they are estimated to have been about $5,000,000 in 1959, the same as the two previous years. Murray is essentially a house agency for Whitehall Pharmacal Co., where it maintains its headquarters.

Robert Otto & Co., New York, reported 1959 billings at $6,100,000, compared with $5,900,000 in 1958, all in foreign billings. It regained Remington Rand International last year; dropped Transcontinental Airlines and F&M Schaefer Brewing Co. General manager Robert A. Grant left and was succeeded by Frank McCullough. Television got 29% of the agency's billings, magazines 26%, radio 23%, newspapers 17%, point of sale 3% and outdoor and other media 1% each. The agency reported 201 employes in six offices and forecast a 20% rise in 1960 volume.

Products Services Inc., New York, reports 1959 billings at

It's a fact: Sheraton's 54 Hotels in 39 cities have meeting space for a walloping 100,000 people

MAIL COUPON FOR FREE PLANNING GUIDES



Mr. Paul Mangan, National Convention Manager
Sheraton-Park Hotel
Washington, D.C.

Dear Mr. Mangan:

Please send me free Convention Planner's Guide and Sheraton's 1960 facilities brochure. I am also interested in the Sheraton meeting facilities in the cities checked below:

Name..

Address..

City..........................Zone......State.....................

EAST
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE
BINGHAMTON, N. Y.

MIDWEST
CHICAGO
DETROIT
CLEVELAND
CINCINNATI
ST. LOUIS
OMAHA
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
RAPID CITY, S. D.
SIOUX CITY, Iowa
SIOUX FALLS, S. D.
CEDAR RAPIDS, Iowa

SOUTH
LOUISVILLE
DALLAS
NEW ORLEANS
MOBILE, Alabama

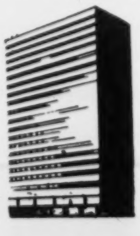
WEST COAST
SAN FRANCISCO
LOS ANGELES
PASADENA
PORTLAND, Oregon

HAWAII
HONOLULU

CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

OVERSEAS
ISRAEL – TEL AVIV
Opens October, 1960

See how Sheraton's outstanding accommodations and more than 20 years of experience in planning and running conventions can help you.
Our experts will relieve you of all worrisome details — provide the extras, large and small, to meet your specific needs.



Out, Damned Spot!

—MacBeth

The Bard might have been crystal-balling; referring to spots that are dull, trite, and "full of sound and fury, signifying nothing." Shakespeare, as has been noted, spent his life writing quotations.

AD-STAFF, as has also been noted, spends its life writing spots for radio and tv—with imagination, memorability, humor and quality. AD-STAFF has at its call the finest copy, dramatic, musical and production talents in Hollywood, which is the great pool of gifted people. It's a heated pool, which AD-STAFF keeps at a constant selling temperature, and AD-STAFF is a certified life-saver for your commercial plunge. Have you heard "21 By Ad-Staff"? Why not? It's free.

Telephone Crestview
5-5219

AD STAFF. inc.

Telephone Bradshaw
2-2671

9122 SUNSET BOULEVARD, HOLLYWOOD 46, CALIFORNIA

$5,709,350, of which $1,409,350 was in capitalized fees. In 1958 comparable figures were $5,267,000 and $667,000.

During the year the agency added Micronaire Electro Medical Products Corp., Samson United Corp. (Rotocycle) and three additional products for Technical Tape Corp. It lost Bymart-Tintair. Frederick S. Fisher, formerly with CBS, joined the agency as vp and general manager.

Television got 65% of the billings, newspapers 10%, point of sale 6%, transit advertising 5%, radio 5%, business papers 2%, outside research and testing 7%. The agency has 40 employes in one office and expects a 20% increase in 1960 volume.

Roche, Rickerd & Cleary, Chicago, reported 1959 billings at $5,486,842, of which $266,500 was in capitalized fees, compared with 1958 figures of $6,129,339 and $172,000.

On May 1, 1959, Proebsting, August & Harping was merged with the agency, thereby adding Illinois Power Co., Frederick Post Co., Chicago Screw Co., Hammond Valve Corp. and Diversey Corp. to the agency roster. James L. Proebsting became chairman of the executive committee of RR&C. Checker Motors Corp. was added in August and Dur-O-waL was added in November. Lost in the early months of the year were Arvin Industries Inc., the Milwaukee Road and John Puhl Products Co. The agency has 59 employes in one office and expects a 10% rise in 1960.

R. Jack Scott Inc., Chicago, another new agency in the over-$5,000,000 category, reported 1959 billings at $5,106,600, compared with $3,800,000 in 1958.

During the year the agency added Chicagoland Rambler Dealers, Rosen's Rye Bread, Commerce Clearing House, Gibbs & Co., Hedlin Dairy, Henry C. Lytton & Co., Serta Mattress of Chicago, Weiman Furniture and Sun Glo Furniture. It resigned Fitzpatrick Brothers because of a conflict.

Television got 30% of the billings, radio and newspapers 20% each, magazines, outdoor, business papers and point of sale 5% each, other media 5%. Scott has 40 employes and expects a 10% rise in 1960 volume.

John W. Shaw Advertising, Chicago, reported 1959 billings of $8,500,000, compared with $7,200,000 in 1958. The agency added Mercury Record Corp. in January and M. K. Goetz Brewing Co.'s Goetz beer division at year's end. It lost the Colgate shave products division of Colgate-Palmolive Co. in May. Television got 29% of the billings, magazines 25%, newspapers 24%, radio 20% and outdoor 2%. Shaw has 72 employes in four offices and expects a 15% increase in 1960 volume.

Kennedy Sinclaire Inc., Montclair, N. J., reported 1959 billings of $5,968,000, all in capitalized fees, compared with $5,733,300 the previous year. The agency does only financial advertising. New accounts added during the year included Sarasota Bank & Trust Co.; National City Bank of Cleveland; and Bishop Trust Co., Honolulu. There were no major losses reported. More than 90% of the billing is in direct mail. The agency has 42 employes and expects a 12% rise in 1960 volume.

Spitzer & Mills, Toronto, does not report its billings and is estimated to have billed about $6,000,000 in 1959, compared with a 1958 estimate of $6,250,000. During the year the agency dropped Quebec maple products (division of Canada Starch Co.) and John Inglis Co. (consumer products division). It added Trans Canada Credit Corp. Ltd., effective Jan. 1, 1960. In 1958 the agency reported 90 employes in two offices.

Stanfield, Johnson & Hill Ltd., Montreal, reported 1959 billings of $9,700,000, of which $273,000 was in capitalized fees. This compares with 1958 figures of $9,350,000 and $234,300. During the year the agency added Canadian Tappan Stove, Standard-Triumph (Canada), Warner Bros. of Canada, London Shirt Corp., Eddy Match Co., Hamilton Watch Co. of Canada, Bissell Ltd., Davis Gelatine (Canada). It reported no losses. Newspapers got 35% of the billings, magazines 13%, television 8%, business papers 6%, radio 5%, outdoor 4%, supplements, farm publications and transit advertising about 2% each, point of sale 1% and other media about 20%. The agency has 110 employes in three offices and expects 1960 volume to rise 10%.

Confirmed again...

Columbus, Ohio is

TEST CITY, U.S.A.

When the READER'S DIGEST wanted to take a look at its own impact on a typical American city it went to Columbus, Ohio.

Why? Because Columbus has the vital elements that make a good test market . . .

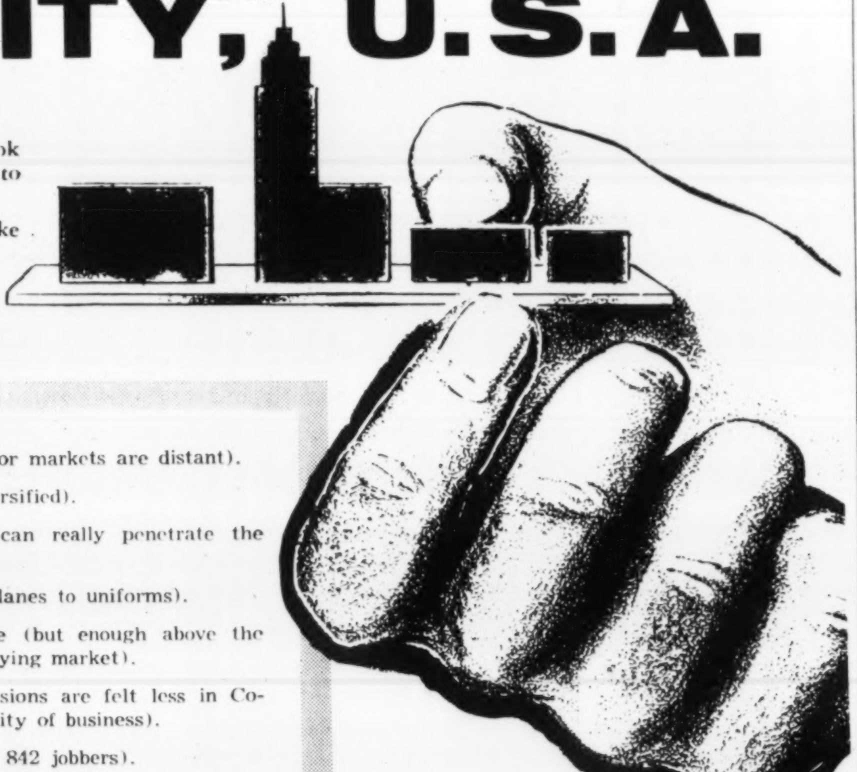
1. It's self-contained (and other major markets are distant).
2. Its population is typical (and diversified).
3. Good, co-operative media (you can really penetrate the market)
4. Business is diversified (from airplanes to uniforms).
5. Income level is close to average (but enough above the national average to make it a buying market).
6. Business activity is stable (recessions are felt less in Columbus because of its wide diversity of business).
7. Good distribution (5280 retailers, 842 jobbers).
8. Good transportation (your goods get to Columbus fast and economically by air, rail or truck).
9. Experience counts (and Columbus media know the "ins and outs" from scores of successful test campaigns).
10. A good record as an indicator (companies like P&G, Colgate Palmolive, Lever Bros., General Foods and Armour & Co., know that they can count on Columbus to predict the national sales picture. That's why they have used The Columbus DISPATCH repeatedly).

THE BEST WAY TO REACH COLUMBUS, OHIO . . . . . . TEST CITY, U.S.A. . . . IS THROUGH THE LOCAL MEDIA THAT DELIVER THE MARKET, THE COLUMBUS DISPATCH AND CITIZEN-JOURNAL. Here is a combined daily circulation of more than 310,000 and a Sunday circulation of 277,000. Get the facts on Columbus, Ohio and its newspapers today. They'll be vital in any marketing program planning . . . Especially if you're "feeling it out."

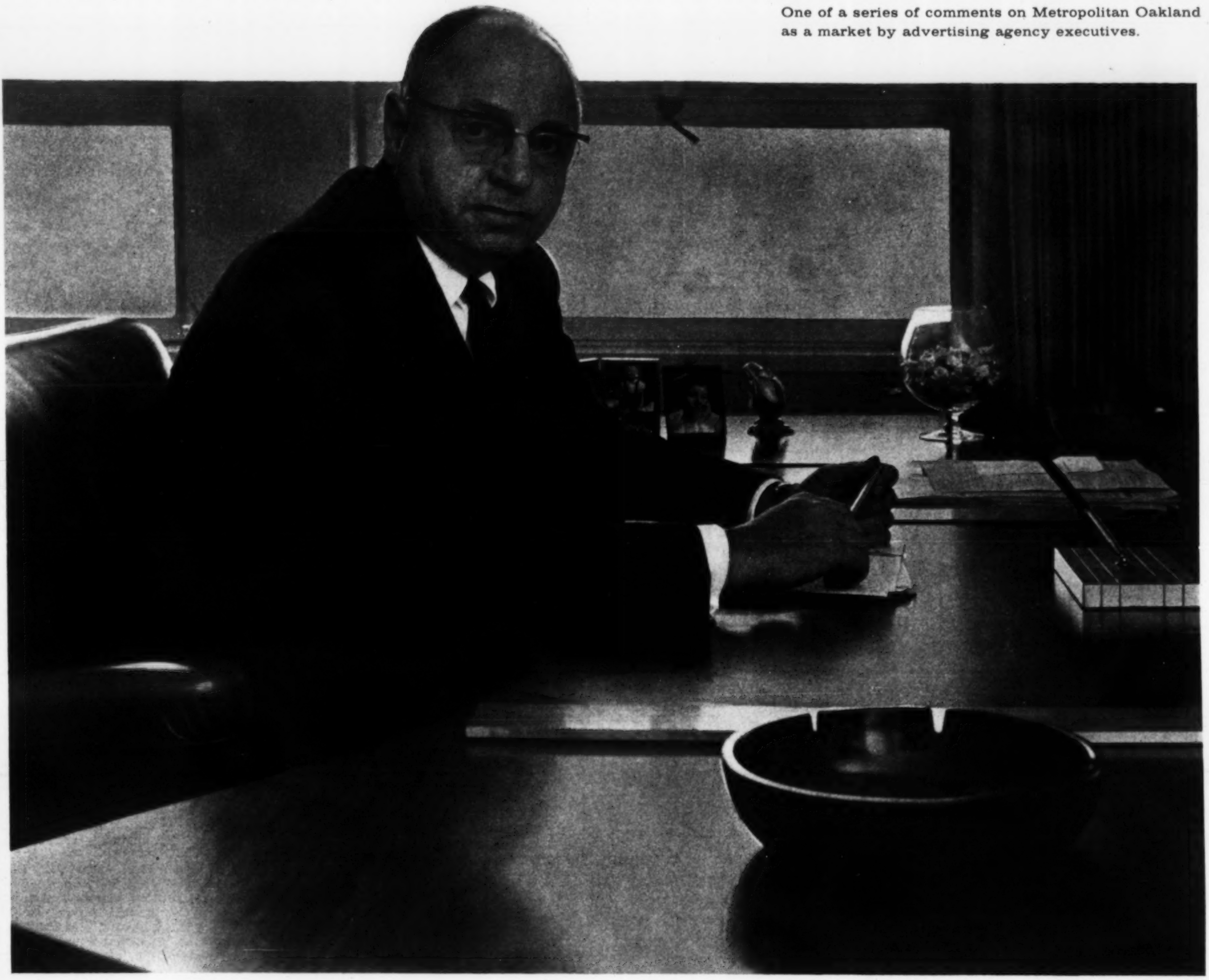
THE Columbus Dispatch
Evening and Sunday
and Columbus Citizen-Journal
Morning

Attractive combination rates available.

Representatives:
O'Mara & Ormsbee, Inc.
(New York, Chicago, Detroit, San Francisco, Los Angeles)
McAskill, Herman & Daley, Inc.
(Miami Beach)



One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.



From the windows of our offices, we look across San Francisco Bay and see the panoramic sweep of Northern California's number one population center—Metropolitan Oakland. An inspiring view—a marketing man's dream!

For years, our marketing team—working closely with national and regional clients throughout California's exploding population centers—has intensified its efforts in this pacesetting area. Alameda County leads in the retail sales of food, drugs, automotive, service station products, furniture and household equipment, lumber and building materials. Since our clients sell in many of these categories, they too share in this sales leadership.

RICHARD E. GOEBEL
Vice President in charge of San Francisco Division
COMPTON ADVERTISING, INC.

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation
in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG
In the TRIBUNE...

*63% of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network

WESH-TV
NBC
PREFERRED IN
ORLANDO-DAYTONA MARKET

Street & Finney, New York, reported 1959 billings at $8,000,000, compared with $6,750,000 in 1958. It added Colgate shaving preparations (June) and Super Suds (July) for Colgate-Palmolive Co.; Digene for Whitehall Pharmacal Co. in July and started off 1960 with Jonny Mop made by Cellulose Products Corp., a Johnson & Johnson subsidiary; Creomulsion cough syrup and Chattanooga Medicine Co. (Pamprin), all in January. The agency reported no losses.

Television got 65% of the billings, supplements 20%, newspapers 7%, radio 5%, and magazines 3%. The agency has 70 employes in one office and expects a 10% increase in 1960.

20, ST. ANN'S SQUARE, MANCHESTER 2, ENGLAND
73 GROSVENOR STREET, LONDON W.1.
Roe advertising
FOR BUILDING BIGGER BUSINESS IN BRITAIN & EUROPE

Sudler & Hennessey, New York, a new entry into the ranks of the over-$5,000,000 agencies, reports 1959 billings at $6,035,000, of which $3,564,911 was in capitalized. In 1958 billings were $3,163,000 including $2,173,820 capitalized.

An ethical drug specialist, the agency is now out to diversify into consumer advertising. Accounts added last year included Rover Motor Car Co. of North America Ltd., in January, Swiss National Tourist Office in August and in December, American Cancer Society, CBS-Radio and Bohn Duplicator.

Other new accounts included new products from Schering Corp., Warner-Chilcott Laboratories and Ciba Pharmaceutical Products and MCA Inc., the last added Feb. 1, 1960. No losses were reported.

The agency put 53% of its billings into such items as a heavy ethical direct mail program, exhibits, designs, etc.; business papers got 36%, newspapers and television 3% each, magazines 2%, and radio, outdoor and point of sale 1% each. S&H has 81 employes, not including those in the art, publishing and export divisions, and expects a 25% increase in 1960 volume.

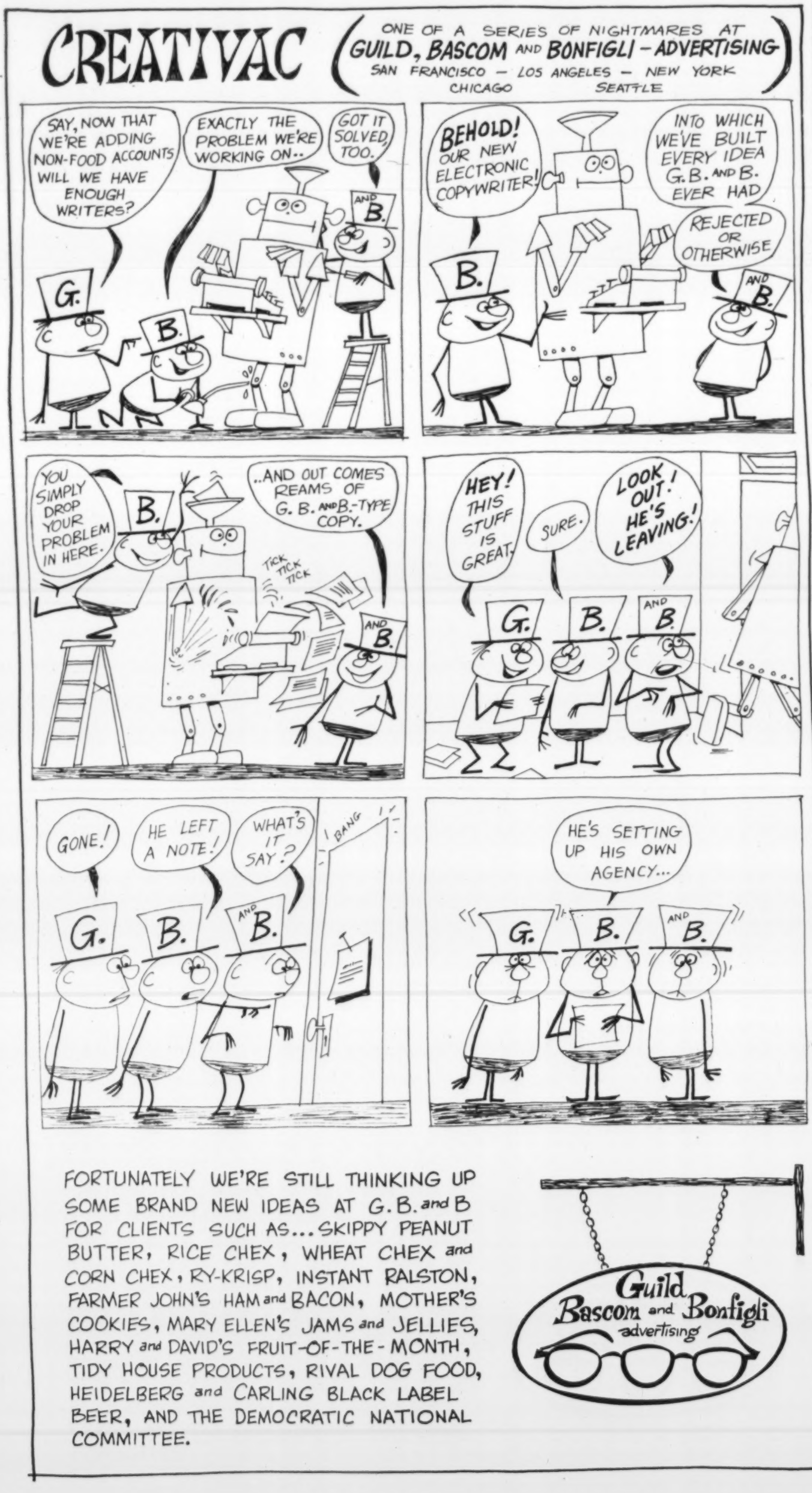
VanSant, Dugdale & Co., Baltimore, reported 1959 billings at $9,159,908 of which $2,673,306 was in capitalized fees. In 1958 comparable figures were $8,040,126 and $2,360,863. The agency added Allegheny Airlines in March and Owens Yacht Co. in July. It dropped the Martin Co. and National Guard Bureau, both in December. Magazines got 34% of the billings, business papers 28%, newspapers 20%, television 7%, radio 6% and outdoor 3%. The agency has 110 employes in one office and expects a 3½% rise in 1960 volume.

Wermen & Schorr, Philadelphia, a new entry in this category, does not report its billings and they are estimated to have been about $7,000,000 in 1959. The agency's name was changed from Feigenbaum & Wermen in February, 1959. Its largest account is probably Bayuk Cigars Inc., an extensive sponsor of sports broadcasts with billings up substantially in the past year. New accounts added were Booth Bottling Co., WRCV radio and tv and Interstate Container Corp. Radio and television got 60% of the billings, newspapers 20%, magazines 10%, outdoor and business papers 5% each.

Wesley Associates, New York, reported 1959 billings at $7,408,603, of which $767,712 was in capitalized fees. For 1958 the agency reported $7,248,089, of which $846,089 was capitalized. During the year the agency added *Cosmopolitan* and lost two important accounts, A. S. Beck and General Acceptance Corp. Magazines got 35% of the billings, television 20%, radio 18%, newspapers 17%, business papers 5%, supplements 3%, outdoor 1%, "other" 1%.

The agency has 48 employes in one office, and predicts a $1,000,000 (15%) rise in 1960 volume.

Winius-Brandon Co., St. Louis, does not report its billings but they are estimated to have reached the $5,000,000 mark in 1959. During the year the agency added the remaining 70% that it did not have of the Western Auto Supply Co. account. James H. Barickman, former partner in Bruce B. Brewer & Co., joined as vp and manager of a new Kansas City office. The agency has 61 employes.



CREATIVAC
ONE OF A SERIES OF NIGHTMARES AT GUILD, BASCOM AND BONFIGLI - ADVERTISING
SAN FRANCISCO - LOS ANGELES - NEW YORK
CHICAGO SEATTLE
SAY, NOW THAT WE'RE ADDING NON-FOOD ACCOUNTS WILL WE HAVE ENOUGH WRITERS?
EXACTLY THE PROBLEM WE'RE WORKING ON..
GOT IT SOLVED, TOO.
G.
B.
AND B.
BEHOLD! OUR NEW ELECTRONIC COPYWRITER!
INTO WHICH WE'VE BUILT EVERY IDEA G.B. AND B. EVER HAD
REJECTED OR OTHERWISE
YOU SIMPLY DROP YOUR PROBLEM IN HERE.
..AND OUT COMES REAMS OF G. B. AND B.-TYPE COPY.
TICK TICK TICK
HEY! THIS STUFF IS GREAT.
SURE.
LOOK OUT! HE'S LEAVING!
GONE!
HE LEFT A NOTE!
WHAT'S IT SAY?
BANG
HE'S SETTING UP HIS OWN AGENCY...
Guild Bascom and Bonfigli advertising

FORTUNATELY WE'RE STILL THINKING UP SOME BRAND NEW IDEAS AT G.B. and B FOR CLIENTS SUCH AS... SKIPPY PEANUT BUTTER, RICE CHEX, WHEAT CHEX and CORN CHEX, RY-KRISP, INSTANT RALSTON, FARMER JOHN'S HAM and BACON, MOTHER'S COOKIES, MARY ELLEN'S JAMS and JELLIES, HARRY and DAVID'S FRUIT-OF-THE-MONTH, TIDY HOUSE PRODUCTS, RIVAL DOG FOOD, HEIDELBERG and CARLING BLACK LABEL BEER, AND THE DEMOCRATIC NATIONAL COMMITTEE.

133 Agencies Billed $1-5,000,000 in 1959

Total Is Up from 123 Agencies in this Bracket in '58

New York, Feb. 25—In 1959, 133 agencies in the $1,000,000-$5,000,000 billings bracket reported their billing to AA, compared with 123 in 1958.

All figures reported here were volunteered by responding agencies. This list is not complete, and does not pretend to be. This report of agencies represents, like the under-$1,000,000 bracket following it, only those agencies which voluntarily reported their individual billings to AA.

▪ In the brackets of $5,000,000 or more, the reports are as complete as AA knows how to make them. They are the results of personal contact, cross-checking and investigation, as well as questionnaires. In some instances they involve AA estimates. In the upper brackets, AA's staff made efforts to include every agency which the editors believed billed more than $5,000,000 in the U.S. and Canada. In the following reports, inclusion is voluntary.

The median agency in the $1-$5,000,000 group billed $1,788,646.

No agency in the group reported lower billings than in 1958.

On the whole, the group was quite optimistic about 1960 billings. The largest single group (38) looked for billings to rise between 20 and 30%; the second largest (35) thought billings would be up 10 or 15%; and other percentage estimates were fairly even. None looked for lower billings, while ten thought they would be the same as 1959. Two agencies forecast gains of more than 100%, and one—Palmer, Codella—forecast a whooping 450% gain.

Here is the individual agency report, alphabetically arranged:

William Hart Adler Inc., Chicago, billed $2,186,100 in 1959, of which $612,500 was in capitalized fees. Comparable figures in '58 were $1,983,700 and $569,800. During the year the agency added Swimming Pools of America and Green Duck Mfg. Co., and lost Chase Bag Co. Media breakdown: newspapers 6%, magazines 23%, supplements 4%, tv 8%, outdoor 3%, business papers 42%, point of sale 5%, "other" 9%. Adler has 23 employes, and expects a 20% increase in volume in 1960.

Anderson-McConnell Advertising Agency, Los Angeles, billed $2,745,542 in 1959, of which $741,670 represented capitalized fees. Billings in 1958 totaled $3,121,627, including $748,240 in capitalized fees. The agency added two accounts, Calavo Inc. and Marina Del Mar, while losing two, Telecomputing Inc. and Metropolitan Savings.

Arnold & Co., Boston, billed $1,601,560 in 1959, of which $376,000 represented capitalized fees. In 1958 billings totaled $1,348,000, including $350,000 in capitalized fees. The agency added three accounts, Berkshire Frocks Inc., David H. Smith Inc. and American Junior Shoe Co., while losing none. Media breakdown: newspapers 14.5%, magazines 12.7%, radio 19.2%, television 18.2%, outdoor 1.4%, business papers 12.4%, transit advertising 0.4%, "other" 20.6%. The agency employs 24 people and expects a 25% increase in 1960 volume.

Associated Advertising Agency, Wichita, Kan., billed $1,402,000 in 1959, of which $240,000 was in

THE MILWAUKEE JOURNAL
NEWS and FEATURES
Latch Lifts for Early Coffee
Current hospitality custom traces to European coffee houses
MILWAUKEE JOURNAL
DAILY - SUNDAY

Here's where you send a boy to do a man-sized job

If you want to do a thorough selling job in Milwaukee, the man for the job is a boy – The Journal carrier boy, biggest salesman in town. He delivers your sales story into 9 out of 10 homes in metropolitan Milwaukee—six times as many as the average evening TV program, more than the eight top magazines *combined.* And that's ABC coverage—*every day*—not multiplied exposures, not cumulative audience. For more sales in Milwaukee, put him on the job more often.

Ask the food retailer

Milwaukee retail grocers know the selling power and economy of The Journal's saturation, one-paper coverage. They concentrate 9 out of 10 advertising dollars in the newspaper read in 9 out of 10 homes.

Check the buying power

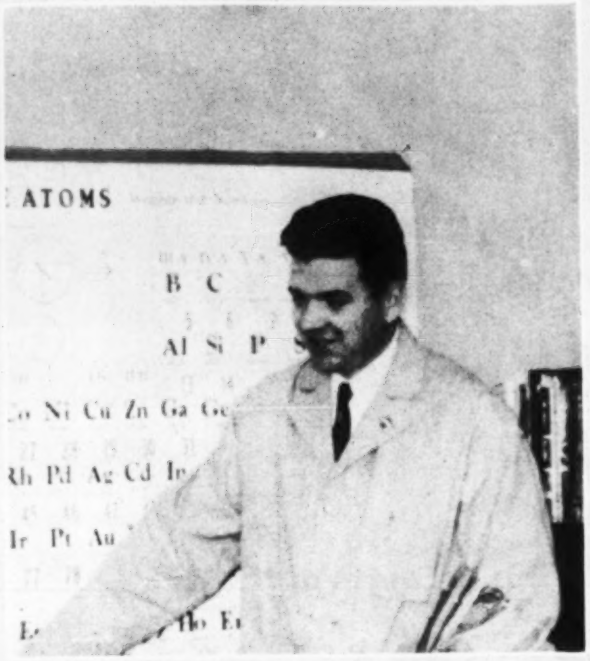
Average family income in Milwaukee tops all but four of the 20 largest metropolitan areas—another reason Milwaukee is hard to beat as a quality or quantity food market.

Most Colorful Food Section in the nation—
every Thursday in The Milwaukee Journal

THE MILWAUKEE JOURNAL

Representatives, MILLION MARKET NEWSPAPERS, INC.
New York, 525 Fifth Ave.; Chicago, 333 N. Michigan Ave.; Detroit, 438 New Center Bldg.; Los Angeles, 3540 Wilshire Blvd.; San Francisco, 111 Sutter St.

He's one of
AMERICA'S
OUTSTANDING
YOUNG MEN..



MILLARD HARMON teaches science and math in Newton, Mass. He was named one of America's Ten Outstanding Young Men in 1956. He has lectured at home and abroad. His writings are widely published. He has a Presidential citation for his work in education.

and . . . HE READS

MAGAZINE

Such a natural bent for leadership is characteristic of so many readers of TOGETHER magazine. It is what sets them apart as substantial people. Their active participation in church and community affairs provides a natural framework for sharing ideas, responsibilities and respect. If they prefer your product, chances are their friends and neighbors will, too. They're mighty important people to have on your side. And it's good to know that you can reach them in the one magazine dedicated to the interests they share in common—TOGETHER magazine.

ABC

More than ONE THIRD of TOGETHER'S
900,000 active, able-to-buy families are headed
by professional men, officials,
or business owners. Get full details
from your nearest representative.

Together
The Mid-month Magazine for Methodist Families

740 NORTH RUSH STREET
CHICAGO 11, ILLINOIS

capitalized fees. In 1958, comparable figures were $1,345,000 and $200,000 respectively. The agency added Hesston Mfg. Co., Auburn Machine Works, Meyer Dairies, and Underground Vault & Storage; it lost none. Media breakdown: newspapers 6%, radio 9%, television 20%, outdoor 2%, business papers 46%, farm publications 6%, direct mail 11%. The agency has 19 employes and expects business in 1960 to be about the same as last year.

Aylin Advertising Agency, Houston, billed $1,612,292 in 1959, of which $527,597 represented capitalized fees. Comparable figures for 1958 were $1,330,800 and $612,000. The agency lost the *Houston Post* during the year but added 26 new accounts, among them half a dozen Texas banks, the Warwick Hotel in Houston, a number of industrial companies and the Lydette Publishing Co. in San Antonio. Media breakdown: business papers 27%, television 22%, newspapers 13%, radio 9%, magazines 3%, outdoor 3%, point of sale 1%, printing 22%. The agency has 20 employes in two offices and looks for a 16% volume increase in 1960.

Publicidad Badillo, San Juan, Puerto Rico, and New York, billed $3,159,282 in 1959, of which $1,191,571 represented capitalized fees. Comparable figures in 1958 were $2,539,532 and $901,023. During the year, the agency added Revlon Overseas Corp., Puerto Rico Medical Assn., Pepsi-Cola Bottling Co. and Puerto Rico Meat Packing Co.; it resigned Hazel Bishop Export. Media breakdown: newspapers 34%, magazines 2%, radio 20%, tv 24%, point of sale 2%, "other" 18%. It has 50 employes in two offices, and expects 1960 volume to rise 5%.

Baer, Kemble & Spicer, Cincinnati, billed $1,169,700 in 1959, of which $362,000 was in capitalized fees. Comparable figures in 1958 were $1,101,700 and $506,800. During the year the agency added Nebel Machine Tool Corp., Hamco Motors Inc., Cincinnati Time Recorder Co., Hill & Griffith Co. and Quality Engraving & Electrotype Co., and lost no accounts. Media breakdown: newspapers 25%, magazines 14%, radio 2%, outdoor 6%, business papers 45%. The agency has 17 employes, and expects its 1960 volume to be about the same as '59.

Frederick E. Baker & Associates, Seattle, billed $2,072,008 in 1959, of which $702,687 represented capitalized fees. Billings in 1958 totaled $2,315,046, including $708,837 in capitalized fees. The agency added the public relations account of Carling Brewing Co., while losing none. Billings breakdown: newspapers 58%, tv and radio 24%, outdoor 4%, and "other" 14%. The agency employs 26 persons and expects no change in 1960 volume.

Herbert Baker Advertising, Chicago, billed $1,700,000 in 1959, compared with $1,300,000 in '58. The agency gives no breakdown on its capitalized fees. During the year it added Cory Corp. and Speedway division of Thor Power Tool Co., both of which returned to the agency; Smoler Bros., Hillman's Supermarkets, and Stop & Shop Fine Foods. It lost Electro-Voice Inc. Media breakdown: newspapers 45%, magazines 20%, business papers 5%, point of sale 5%, "other" 25%. The agency has 11 employes and expects its 1960 volume to be up 15%.

Batz, Hodgson & Neuwoehner, St. Louis, billed $2,379,210 in 1959, of which $160,110 represented capitalized fees. In 1958, it billed a total of $1,816,746, of which $93,186 represented capitalized fees. It added Lincoln Engineering, Vijon Laboratories, Midwest Piping, and Dazey Corp. Media breakdown: newspapers 12.4%, outdoor 6%, magazines 13.1%, business papers 48%, radio 11%, tv 7.5%, transit 0.5%, "other" 0.5%. The agency has 35 employes and forecasts a 15% gain in volume in 1960.

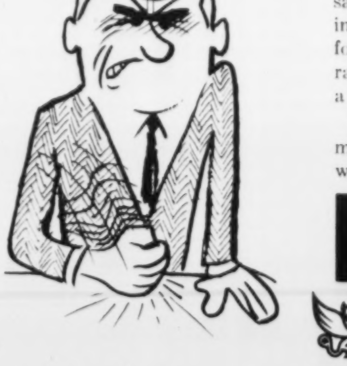
Bayless-Kerr Co., Cleveland, billed $2,000,000 in 1959. No comparable figures were reported for 1958. The agency has two offices, but did not report the number of its employes.

Bernardino Advertising, Lansing, Mich., reported 1959 billings of $4,800,000, including $4,200,000 in capitalized fees and $2,750,000 in foreign (mostly Canadian) billings. Comparable figures in 1958 were $1,183,000, $1,013,000 and $336,000. Bernardino is a house agency for National Mail Order Co. Its other large account is American Jet School. The agency's sharp growth is explained by the fact that both National Mail Order and American Jet were added in the past 18 months.

Bernardino is an unusual type of agency operation, in that it serves mail order accounts exclusively and leases out much of its work. The agency lists only four employes, all account men, in addition to the president, A. J. Harger. The agency leases much of its work to two accounting firms where the number of people working on Bernardino mail order accounts would bring the "indirect" number of employes to about 20. The agency expects business to increase "substantially" in 1960, and plans to open a New York office in the spring.

Bishophric/Green/Fielden, Miami, billed $3,316,500 in 1959, compared with $2,371,500 in 1958. The totals include billings of the agency's West Palm Beach affiliate, Charles M. Higgins, which were $317,400 in 1959 and $289,000 in

"OUR #*@*! COMPETITOR IS IN ALREADY!"



Businessmen are becoming alert to the sales potential represented by the increase in nursing homes and homes for the aging. They are growing at the rate of 2,000 beds per month and still a 70% increase is needed immediately.

To find the details on this new market see our B P R D ad or write to . . .

PROFESSIONAL
nursing home

THE MILLER PUBLISHING CO.
2503 Wayzata, Minneapolis 40, Minn.
Business Journalists Since 1873

A ONE-IN-A-MILLION TEST MARKET . . .
one newspaper . . .
and a million and more prospects!

You can now cover one of the nation's top three test markets (and the Number One test market in New England!) thoroughly and more economically than ever with The Providence Journal-Bulletin. New Journal-Bulletin package plans—explained at right—make it easy.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force throughout New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

New Journal-Bulletin Package Plans

Low Cost Gravure Opportunity—Your gravure advertising in This Week Magazine or locally-edited Rhode Islander may be adapted for Journal-Bulletin combination, black and white, at $.44 a line, using same copy. (Min. b&w size to be at least equal to the gravure, and combination to be completed in same calendar week.) We make plates, no charge. Ask about it.

Job-tailored Combinations—You have a choice of combinations to fit your campaign program and budget:

Combination:*	Circulation	Line Rate
Morning and Evening	**201,503**	**.62**
Sunday Journal	**188,039**	**.60**
Sunday and Morning	**245,758**	**.70**
Sunday and Evening	**331,823**	**.98**
Sunday, Morning, Evening	**389,542**	**$1.04**

(ABC circulation, March 31, 1959)

*Daily copy may run morning and evening or evening and morning. Sunday and daily combinations may start preceding Thursday A.M., to be completed with Tuesday P.M. editions. Holiday Journal not sold in combination.

Write for full market data or Package Plan information to Frank S. Rook, Manager, General Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island. Or your nearest Ward-Griffith office.

PROVIDENCE JOURNAL-BULLETIN

Represented Nationally by Ward-Griffith Co., Inc., New York, Boston, Detroit, Chicago, Philadelphia, San Francisco, Atlanta, Miami, Charlotte, Portland, Ore.

1958. The agency added Gulf Guaranty Land & Title Co., Florida Power & Light Co. (electric sales promotion), Better Home Heat Council of Florida, Resort Hotels Ltd. (Marrakesh-Jamaica, Shelborne-Miami Beach and Castle-in-the-Clouds-Chattanooga) and P & O Steamship Co.; it acquired Radiation Inc. in February but lost it in June. Media breakdown: newspapers 37%, magazines 14%, television 11%, radio 8%, business papers 6%, outdoor 2%, transit advertising 2%, point of sale 2%, farm publications 1%, "other" 15%. The agency has 55 employes in two offices and expects a 25% volume gain in 1960.

Bonsib Inc., Fort Wayne, Ind., billed $1,176,243, of which $249,643 represented capitalized fees. In 1958, billings were at $1,055,739, with $543,456 representing capitalized fees. Bonsib added Kal-Equip Co. and Jervis Corp.; no accounts were lost. Media breakdown: newspapers 15%, magazines 20%, radio 5%, television 7.5%, outdoor 2.5%, business papers 47.5%, point of sale 2.5%. The agency estimates a 12.5% increase in business volume in 1960.

Charles Bowes Advertising Inc., Los Angeles, billed $1,776,423 in 1959, of which $1,300,000 was in capitalized fees. Comparable figures in '58 were $1,344,868 and $990,428. During the year the agency added Motorola Military Electronics division, and lost no account. Media breakdown: newspapers 23%, magazines 3%, radio 2%, tv 4%, outdoor 8%, business papers 60%. Bowes has 18 employes and expects 1960 volume to be up 20%.

Bradley, Venning, Hilton & Atherton, Toronto, billed $1,750,000 in 1959, compared with 1958 billings of $1,500,000.

Breithaupt, Milsom Ltd., Toronto, billed $4,100,000, including $689,000 in capitalized fees, in 1959. Its 1958 total was $2,900,000, including $625,000 in fees. The 1958 total has been revised since AA's last billings issue, when the figure was put at $4,000,000 for 1958.

Breithaupt last year added Warner-Lambert, part of Borden's, Florsheim shoes' division of Savage Shoes Ltd. and Monarch Knitting Mills' Cooper's jockey underwear. It reported no lost accounts.

Billings breakdown: newspapers 9%, magazines 10%, supplements 35%, radio 1.5%, television 35%, outdoor 0.3%, business papers 2%, transit advertising 2%, "other" 0.2%. Breithaupt employs 64 persons in three offices. It expects a 15% advance in 1960 volume.

S. M. Brooks Advertising, Little Rock, Ark., billed $1,637,692 in 1959, compared with $1,488,811 in 1958. No account changes are reported. Newspapers got 51% of the billings, television 34.5%, radio and outdoor 5% each, magazines, supplements, business papers and farm publications 1% each, other media 0.5%. There are eight employes and a 5% rise in 1960 volume is predicted.

Robert K. Butcher & Associates, Shreveport, billed $1,140,000 in 1959, of which $240,000 represented capitalized fees. In 1958, comparable figures were $880,000 and $180,000. The agency reports no changes in the account list. Media breakdown: newspapers 25%, magazines 20%, radio 10%, television 30%, outdoor 1%, business papers 5%, farm publications 1%, transit 1%, "other" 7%. Butcher has 19 employes in two offices, and forecasts a 1960 about the same as 1959.

Byer & Bowman Advertising Agency, Columbus, O., billed $2,978,019 in 1959, of which $1,448,257 represented capitalized fees. Billings in 1958 totaled $3,025,802, including $1,337,469 in capitalized fees. The agency added three accounts, Abel Corp., Gustav Hirsch and National Assn. of Professional Baseball Leagues, while losing one, *Columbus Dispatch*. Billings breakdown: newspapers 13%, magazines 31%, radio 14%, television 24%, outdoor 5%, "other" 13%. The agency employs 44 persons and expects 1960 volume to increase 7%.

Joseph F. Callo Inc., New York, billed $1,037,750 in 1959, of which $366,850 was in capitalized fees. Comparable figures in '58 were $833,500 and $335,500. During the year the agency added Community Counselling Service and Columbia University, and lost none. Media breakdown: newspapers 25%, magazines 10%, radio 5%, outdoor 15%, business papers 25%, transit advertising 5%, point of sale 5%, "other" 10%. Callo has 12 employes and expects its 1960 volume to be up 20%.

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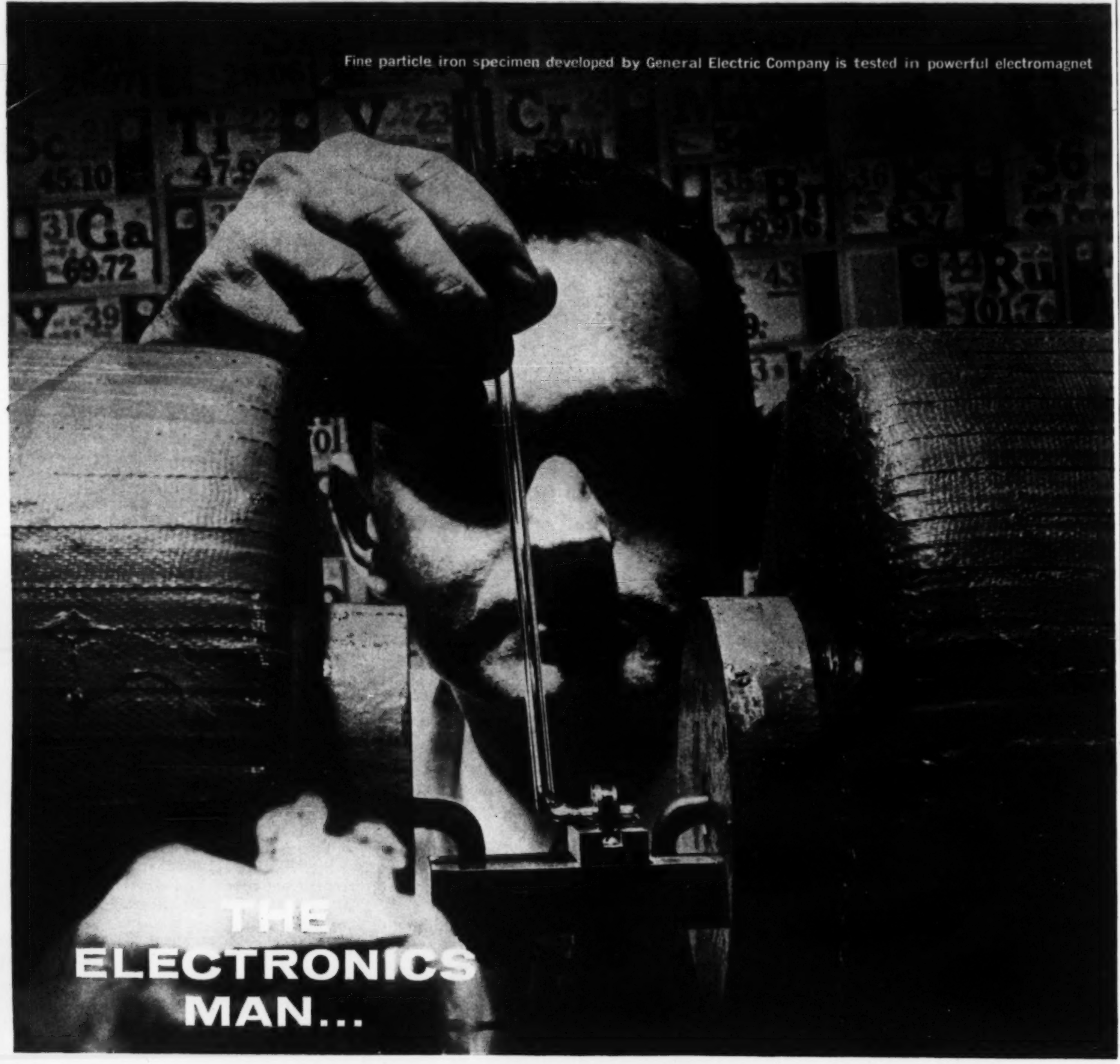
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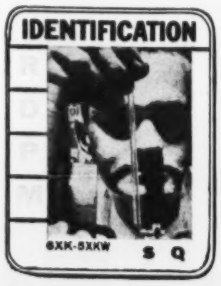

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billed $2,150,000 in 1959. Comparable figure for 1958 was $2,000,000. It added Morning Chapel Hour, Heaven and Home Hour and CASC—Advancement of Small Colleges, New York. No losses were reported. Media breakdown: radio 90%, newspapers 5%, television 3%, magazines 2%. Camp has 15 employes in three offices, and expects billings to increase 10%.

Carpenter-Proctor, Newark, N. J., billed $1,879,000 in 1959, of which $400,000 was in capitalized fees. In 1958, the figures were $1,200,000 and $421,000 respectively. During 1959, it added 28 accounts, 19 of these when it absorbed Rea, Fuller & Co. in October. Most of the other nine new accounts, including Krementz & Co., Georgia Koalin, and Peerless Tube Co., were acquired the second half of 1959. Carpenter-Proctor lost United Cork Companies and Thomas Collators, which had brought in a total annual billing of $75,000. Media breakdown: newspapers 36.8%, radio 1.2%, business papers 21.17%, and "production and fees" 40.83%. The agency employs 28 persons and anticipates a 30% business increase in '60.

Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston, billed $2,903,648 in 1959, of which $1,359,643 was capitalized fees and $1,544,005 space and time. In 1958 billings were $2,922,216 with $1,503,839 capitalized and $1,418,377 in space and time. The agency added Dennison Mfg. Co. in January, national northern division of American Potash Co. in October. It lost Farrington Mfg. Co. in July. Business papers got 30% of the billings, magazines 25%, newspapers 20%, radio 10%, supplements 5%, television 4%, transit advertising 2%, and farm publications, outdoor, point of sale and other media 1% each. There are 35 employes and a 7% increase is predicted for 1960 billings.

Barnes Chase Co., San Diego, billed $3,701,110 in 1959, of which $490,213 represented capitalized fees. Comparable figures for 1958 were $2,509,000 and $360,000. The agency added Beverly Hills Savings & Loan, Willard Battery—Southern California, Daystrom—Southern California, and Non Linear Systems; it lost Stromberg Carlson—Southern California. Newspapers took 64% of billings, business papers 12%, magazines 7%, radio 6%, television 6%, outdoor 4% and transit advertising 1%. The agency has 47 employes in three offices and predicts a 25% volume gain for 1960.

Clarke, Dunagan & Huffhines, Dallas, billed $1,600,000 in 1959, of which $250,000 was in capitalized fees. Comparable figures for 1958 were $1,001,000 and $126,000. It gained the McLendon Stations and the Texas Bank of Dallas. No losses were reported. Media breakdown: newspapers 30%, radio 30%, television 25%, outdoor 5%, point of sale 5%, business papers 3%, farm publications 2%. The agency has 22 employes, and expects business to rise 75% in 1960.

Clayton Inc., New York, billed $3,875,000 in 1959, of which $735,000 represented capitalized fees. Billings in 1959 totaled $3,747,000, including $732,000 in capitalized fees. The agency added one account, Connecticut Bus Co., while losing none. Billings breakdown: newspapers 15%, magazines 7%, supplements 1%, radio 5%, television 44%, business papers 20%, point of sale 8%. The agency employs 30 persons and expects a 10% increase in 1960 volume.

Sidney Clayton & Associates, Chicago, billed $1,358,943 in 1959, of which $772,820 was in capitalized fees. Billings in 1958 totaled $1,332,402, including $847,608 in capitalized fees. The agency lost one account during the year, Howard Miller Clock Co., and added none. Media breakdown: newspapers 4%, radio 1%, business papers 60%, sales promotion 35%. The agency employs 16 persons in one office and expects a 20% gain in 1960 volume.

Coleman-Parr, Los Angeles, billed $3,094,263 in 1959, of which $580,000 represented capitalized fees. The agency billed $1,456,856 in 1958. No accounts were lost and three were added: Studebaker Lark dealers in California and Arizona, Weslock in the U. S. and Canada and Cinderella Homes. Media breakdown: newspapers 33%, radio 21%, outdoor 19%, television 12%, transit advertising 5%, point of sale 5%, business papers 3%, magazines 2%. The

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Published July 20; Complete Plates May 1

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THE ELECTRONICS MAN'S BASIC BUYING BOOK

A McGRAW-HILL PUBLICATION
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agency has 19 employes in two offices, and looks for a billings gain of 100% in 1960.

Connor Associates, Aurora, Ill., billed $1,378,955.30 in 1959, of which $481,718 represented capitalized fees. In 1958, it billed a total of $1,032,977.44, of which $276,258.31 represented capitalized fees. Media breakdown: newspapers 7%, magazines 78%, radio 14%, transit 1%. Connor has 22 employes and forecasts a 20% rise in volume in 1960.

Davis, Johnson, Andersen & Colombatto, Los Angeles, formerly known as the Mayers Co., was incorporated in January, 1959, and billed $1,515,433 in 1959, of which $8,000 represented capitalized fees. The agency lost Sun Valley Industries but added Kaiser Foundation Health Plan, Euclid Savings & Loan Assn., Home Foundation Savings & Loan Assn. and Humboldt Federal Savings & Loan Assn. Media breakdown: newspapers 26%, radio 15%, television 13%, magazines 13%, outdoor 4%, "other" 29%. The agency has 20 employes and looks for a volume gain of 15% in 1960.

Davis, Parsons & Strohmeier, New York, billed $1,246,622 in 1959, of which $364,095 represented capitalized fees. In 1958, it billed $1,082,087, of which $363,155 represented capitalized fees. It had no significant account changes. It has 12 employes and forecasts a 10% increase in volume in 1960.

de Garmo Inc., New York, billed $1,015,207 in 1959, of which $302,872 was in capitalized fees. This compares with 1958 billings of $1,008,453, of which $297,081 represented capitalized fees. It added five accounts, Erco division of ACF Industries, American Rocket Society, C. R. Gibson Co., Auto Europe and Martego Beach Hotel, while losing two accounts, Swissair and Consolidated Diesel Electric Co. Media breakdown: newspapers 25%, magazines 55%, radio 5%, business papers 10%, point of sale 5%. The agency employs 17 persons in one office and expects 1960 volume to increase 25%.

Dillon-Cousins & Associates, New York, billed $2,000,000 in 1959, up from $1,800,000 in 1958. Virtually all of this represented advertising outside of the U.S. The agency added international advertising for Denver Chemical Co. and acquired Slenderella in Mexico. Media breakdown: radio 30%, television 25%, newspapers 20%, point of sale 10%, magazines 5%, supplements 5%, outdoor 2% and other media 3%. The agency has 72 employes, most of them in its Mexico City office. It looks for a 10% volume gain in 1960.

Dobbins, Woodward & Co., South Orange, N. J., billed $1,120,337 in 1959, of which $341,785 was in capitalized fees. Comparable figures in 1958 were $834,185 and $306,820. During the year the agency added Newark Brush Co. and Stenberg Mfg. Co., and lost Sika Chemical Corp. Media breakdown: newspapers 10%, magazines 75%, "other" 15%. The agency has 15 employes and expects a 25% increase in 1960 volume.

John L. Douglas & Associates, Bradenton, Fla., billed $1,141,670 in 1959, of which $673,670 was in capitalized fees. Comparable figures for 1958 were $648,000 and $210,000. Douglas added Anderson Mfg. Co., Sun-Up concentrate base, Tropicana Orange Supreme and Display-O-Matic. It resigned the Florida State Flower Assn. Media breakdown: television 40%, radio 25%, outdoor 17%, business papers 12%, newspapers 10%, point of sale 6%, outdoor 1%, "other" 8%. The agency has 11 employes and expects 1960 business to rise 15%.

Duncan-Brooks, Garden City, N. Y., billed $1,079,401 in 1959, of which $387,160 was in capitalized fees. In 1958, comparable figures were $989,280 and $507,219. The agency added Hellige Inc., Eutectic Welding Alloys Corp., and General Switch Co.; it lost General Hermetic Sealing Corp. Media breakdown: newspapers 10%, magazines 5%, outdoor 2%, business papers 71%, farm publications 2%, point of sale 1%, collateral 9%. The agency has 15 regular and six parttime employes. It expects a 20% business upturn in 1960.

Enyart & Rose Advertising, Los Angeles, billed $1,100,000 in 1959, compared with $875,000 in 1958. It added Republic Appliance Corp., Pacific Wire Rope Co. and Telemeter Magnetics. No account losses were reported. Media breakdown: business papers 55%, newspapers 20%, magazines 10%, outdoor 5%, point of sale 5%, radio 5%. The agency has 17 employes in one office, and expects business to be up 25% this year.

Fairfax Inc., New York, billed $4,100,000 in 1959, of which $192,084 represented capitalized fees. Comparable figures in 1958 were $3,846,000 and $346,000. During the year it lost no accounts and gained the Better Sight, Better Light Bureau; Suburbia Today and Rodale Press. Media breakdown: newspapers 31%, magazines 28%, supplements 1%, radio 8%, tv 25%, business papers 5%, farm publications 1%, transit advertising 1%. Fairfax has 32 employes, and expects 1960 volume to be up 15%.

Farson, Huff & Northlich, Cincinnati, billed $3,620,090 in 1959, of which $2,276,985 represented capitalized fees.

Vance Fawcett Associates, Honolulu, Hawaii, billed $1,594,931 in 1959, of which $551,788 was in capitalized fees. It billed $1,016,000 the previous year, with capitalized fees at $473,000. Accounts added were Ala Moana Shopping Center, Hawaii Meat Co., and Shirokiya Dept. Store; no accounts were lost. Media breakdown: newspapers 40%, magazines 1%, radio 20%, television 34%, business papers 2%, transit advertising 2%, and point of sale 1%. Fawcett employs 17 persons and expects a 25% rise in business this year.

Feeley Advertising Agency, New York, billed $1,000,000 in 1959, compared with $850,000 in 1958. Last year, the agency added *American Metal Market*, Disogrin Industries and *Industrial Equipment News;* it reported no losses. It employs 15 persons and expects a 20% business rise in 1960.

Albert Finkle Co., Trenton, N. J., billed $1,001,806 in 1959, of which $846,789 was in capitalized fees. Comparable figures in '58 were $700,201 and $573,116. During the year the agency added Princeton Marketing Associates, Delaware Valley Broadcasting Co., Bank of Levittown, and American Pen Co., and lost no accounts. Media breakdown: newspapers 33%, magazines 3%, radio 23%, business papers 40%, "other" 1%. The agency has 12 employes in two offices, and expects its 1960 volume to be up 15%.

Fischbein Advertising Agency, Minneapolis, billed $1,200,000 in 1959, of which $150,000 was in capitalized fees, compared with $1,000,000 and $150,000 in 1958. Television got 30% of the billings, business papers 23%, radio 15%, newspapers 12%, national magazines 6%, "other" 4%. Fischbein has 15 employes and expects 1960 business to rise 10%.

M. M. Fisher Associates, Chicago, billed $1,450,000 in 1959, of which $350,000 represented capitalized fees. Billings in 1958 totaled $1,021,000, including $306,000 in capitalized fees. It added two accounts, Peter Pan and George S. May. Billings breakdown: newspapers 41%, magazines 6%, supplements 1%, radio 10%, television 35%, outdoor 3%, business papers 2%, transit ads 1%, and other media 1%. The agency employs 18 people and expects a 20% increase in 1960 volume.

Frances, Morris & Evans, New York, billed $1,024,740 in 1959, of which $545,740 was in capitalized fees. Billings in 1958 totaled $789,043, of which $467,567 represented capitalized fees. It reported no accounts added or lost during the year. Media breakdown: newspapers 20%, magazines 15%, supplements 42%, radio 5%, television 4%, business papers 10%, point of sale 4%. The agency employs six persons in one office and expects a 20% gain in 1960 volume.

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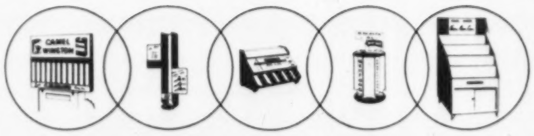

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billed $1,450,000 in 1959, of which $350,000 was in capitalized fees. In 1958 billings were $1,200,000, with $300,000 capitalized. The agency added Bear Brand Hosiery Co. in January and Precision Electronics Inc. in September. Lucky Heart cosmetics was dropped at the end of the year. Magazines got 52% of the billings, business papers 21.5%, newspapers 14%, radio 2%, television 10.5%. Frankel has 17 employes and expects a 10% rise in 1960 billings.

Friend-Reiss Advertising, New York, billed $4,491,606 in 1959, of which $988,153 was in capitalized fees. Comparable figures for 1958 were $4,197,766 and $1,027,199. It gained Dictation Discs, Hawthorn books and Lee filters. No losses were reported. Media breakdown: radio and tv 22.8%, magazines and farm publications 22.5%, business papers 15.4%, newspapers and supplements 14.8%, outdoor 2.5%, collaterals 22%. The agency has 48 employes, and expects business to rise 7%.

Harry M. Frost Co., Boston, billed $1,998,370 in 1959, of which $256,370 was in capitalized fees. Comparable figures in '58 were $2,214,976 and $205,999. During the year the agency added 61 accounts with estimated billings of $500,000, and lost New England Art Publishers. Media breakdown: newspapers and magazines 73%, radio 9%, tv 10%, outdoor 8%. Frost has 38 employes and expects a 25% increase in 1960 volume.

Gamut Inc., Garden City, N. Y., billed $2,105,323 in 1959, of which $1,877,291 was capitalized fees and $228,032 space and time. In 1958 billings were $1,194,340, of which $1,058,420 was capitalized and $135,979 space and time. The agency added Security National Bank of Long Island in January and E. J. Korvette carpet centers in August. It lost Glenstone in July. Newspapers got 61% of the billings, direct mail 25%, supplements 4% and radio, outdoor, business papers, transit advertising and point of sale got 2% each. There are 19 employes and a 25% rise is predicted for 1960 business.

Garfield-Linn & Co., Chicago, billed $2,607,000 in 1959, of which $1,528,000 represented capitalized fees. Billings in 1958 totaled $2,457,000, including $1,483,000 in capitalized fees. The agency added three accounts: Crown Self-Service Stores, Leitner Equipment Co. and Michael Kirby Ice Skating Schools. Billings breakdown: newspapers 30%, magazines 15%, supplements 4%, radio 10%, television 2%, outdoor 4%, business papers 35%. The agency has 23 employes and expects 1960 volume to increase 15%.

W. B. Geissinger & Co., Los Angeles, billed $1,408,120 in 1959, compared with $1,258,000 in 1958. During the year it lost no accounts and gained the Pacific Rambler, South Bay Rambler and Glendora Rambler agencies; Roberts Products Co.'s Uni-tans lotion; Vivex toilet soap, and Bright-n-White bleach. Media breakdown: newspapers 20%, magazines 51%, supplements 4%, radio 12%, tv 10%, business papers 3%. The agency expects 1960 volume to be up 60%.

Gerth, Brown, Clark & Elkus of Los Angeles Inc.; of San Francisco Inc.; and of Sacramento Inc., is comprised of three autonomous but affiliated corporations which prefer to report consolidated figures. Combined capitalized billings in 1959 were $1,625,000, up from the 1958 total of $1,378,000. Harmony Homes of Los Angeles was added in April and Financial Indemnity Co., Los Angeles, in December. No accounts were lost. There are 32 employes in the three cities. Budget expansions on Blue Chip trading stamps and other accounts lead to anticipated total billings this year of $2,200,000.

Getz & Sandborg, Beverly Hills, Cal., billed $1,011,000 in 1959, of which $801,000 represented capitalized fees. Comparable figures for 1958 were $675,000 and $497,000. The agency added five accounts: I-T-E Power Circuit Breaker Division, Thompson-Ramo-Wooldridge, Western Design division of U. S. Industries, Semiconductors division of Motorola and Rocket Power-Talco division of Gabriel Corp. The agency put 96% of its billings into magazines, 2% into newspapers and 2% into radio. It has 15 employes in two offices and predicts a 33% volume gain for 1960.

Gillham Advertising Agency, Salt Lake City, billed $2,350,000 in 1959. In 1958 its billings totaled $2,200,000. It added Hotel Utah. No account losses were reported. Media breakdown: newspapers 50%, television 25%, radio 10%, outdoor 10%, point of sale 5%. The agency has 27 employes, and sees 1960 about 5% better than 1959.

Givens-Davies Advertising Agency, Boise, billed $1,343,509 in 1959, of which $807,206 represented capitalized fees. Billings in 1958 totaled $1,102,300, including $584,700 in capitalized fees. It added one account, Western National School of Heavy Equipment Operation, while losing none. Billings breakdown: newspapers 15%, magazines 20%, radio 15%, television 40%, outdoor 3%, business papers 2%, farm publications 3%, point of sale 2%. The agency employs 12 persons in one office and expects 1960 volume to decrease

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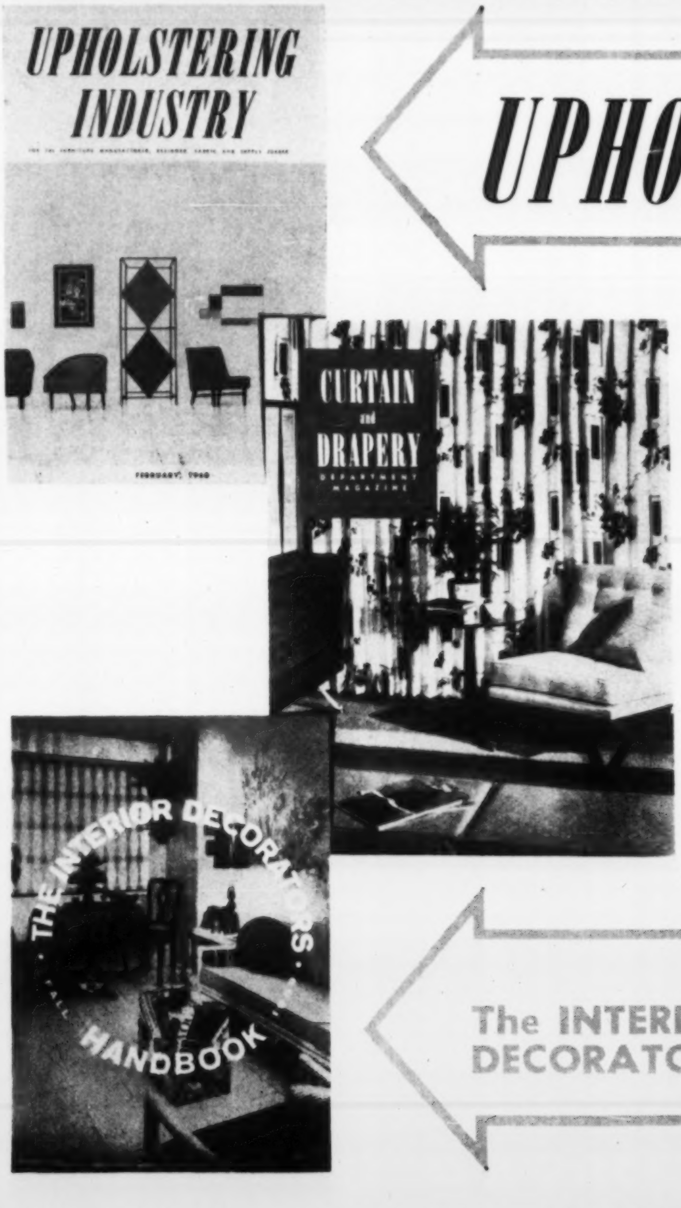
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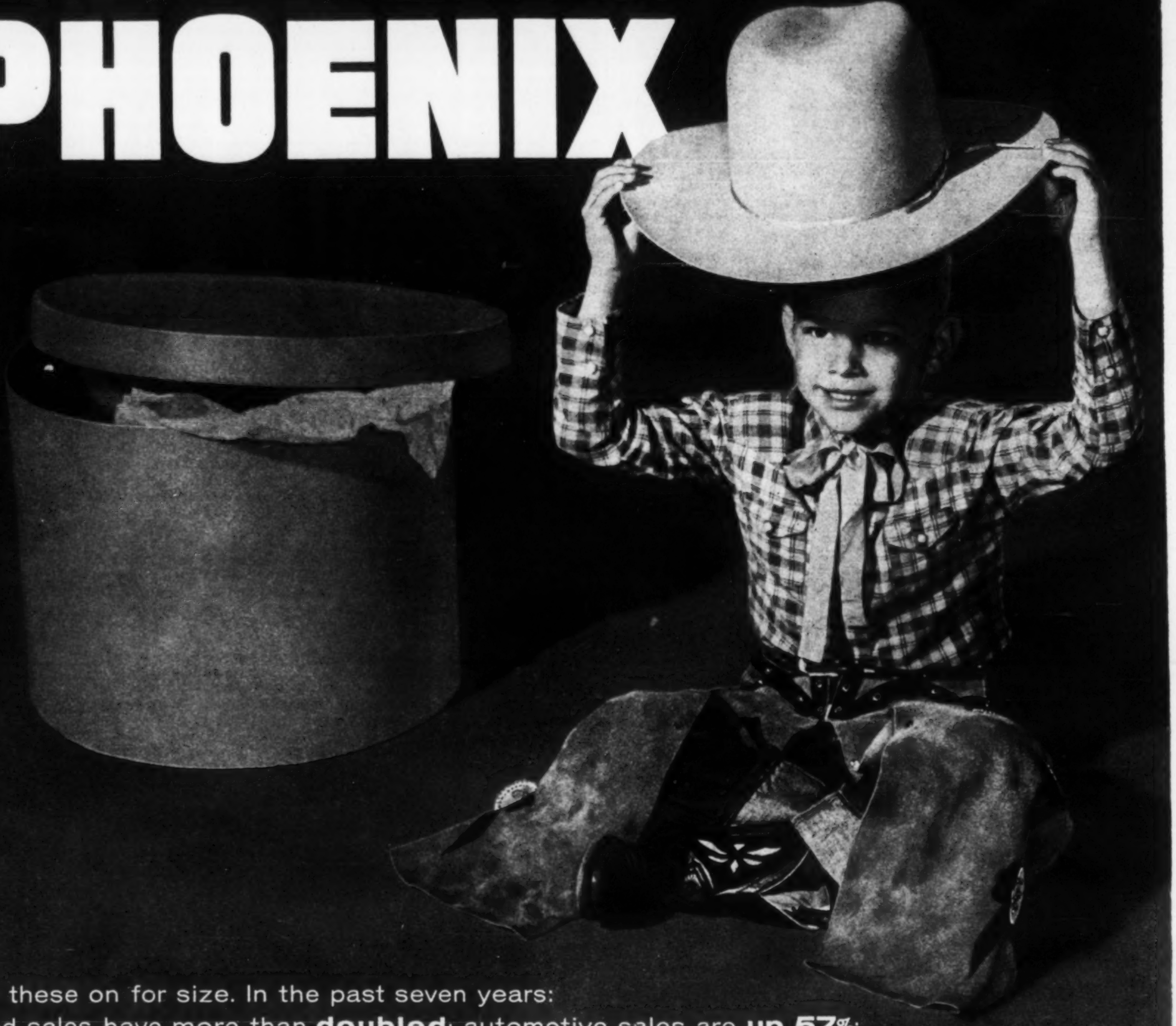

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by 25%, due to sale of its Spokane branch in October, 1959. It expects a 20% increase in Boise billings.

Chester Gore Co., New York, billed $2,550,000 in 1959. In 1958, the agency billed $2,430,000, of which $1,391,334 represented capitalized fees. During the year, it added BMC and NSU Prinz automobiles; J. S. Inskip, the BMC distributor; Boris Smoler & Sons; Antiquary scotch whisky and *Playbill*. It lost Great Western Producers. It has 28 employes and expects 1960 volume to rise 20%.

Gourfain-Loeff Inc., Chicago, reported $2,068,000 in billings for 1959, but did not give further breakdowns on capitalized fees or media. Billings for 1958 were not reported. The agency added two accounts, Sawyers Inc., and Textiles Mills, while losing none. It employs 23 persons in one office and expects a 25% increase in 1960 volume.

Charles Anthony Gross Advertising Agency, Miami, billed $2,337,570 in 1959, of which $365,000 represented capitalized fees. The agency reported that, "although unusual, these figures remain the same as for 1958." No account changes were reported. Media breakdown: newspapers 50%, magazines 25%, radio 1%, tv 2%, business papers 1%, point of sale 0.5%, "other" 0.5%. The agency has 32 employes and expects a 15% increase in volume in 1960.

Grubb & Petersen, Champaign, Ill., billed $2,038,988 in 1959, of which $393,526 represented capitalized fees. In 1958, the agency billed $1,845,739, of which $862,865 represented capitalized fees. It added Aylward Fertilizer, Buddy Boy popcorn, Danville jackets, and Glider mobile homes. It lost Lowe seed and Wareham Dairies. Media breakdown: newspapers 4%, outdoor 0.5%, point of sale 6%, magazines 3%, business papers 21%, farm publications 0.5%, radio 0.5%, tv 59.5%, and "other" 5%.

The agency has 25 employes and forecasts a 20% increase in volume in 1960.

Hall, Haerr, Peterson & Harney (formerly Jackson, Haerr, Peterson & Hall), Peoria, billed $3,000,000 in 1959, of which $1,800,000 represented capitalized fees. In 1958 comparable figures were $2,407,500 and $1,507,500. The agency added Wilbur Vaults, Giant Stores Inc., Wm. Davies Co.; Harmon Machine Co., Expello, Pacific Mercury Electronics' contract division, and Titan Chemical Industries. It lost one account, Save-Electric Corp. The agency, which changed its name last Jan. 1, sold its Minneapolis office. Media breakdown: newspapers 12%, magazines 47%, radio 3%, television 14%, outdoor 20%, and "other" 4%. The agency has 30 employes in three offices and expects a 10% gain in 1960 volume.

Lester Harrison Inc., New York, in 1959 billed $4,049,000, of which $98,000 was in capitalized fees. Comparable figures for '58 were $3,677,000 and $87,000. No account changes were reported during the year. Media breakdown: newspapers 25%, magazines 22%, radio 3%, tv 4%, business papers 4%, direct mail 40%. The agency has 61 employes in one office, and expects a 15% increase in its 1960 volume.

Harvey & Thomas, Philadelphia —which was Chew, Harvey & Thomas until April, 1959—billed $1,319,554 in 1959, of which $777,618 represented capitalized fees. In 1958, it billed $1,135,377, of which $604,628 represented capitalized fees. It added Organon and Strick Trailers divison of Fruehauf, and lost William Gretz brewing. Direct mail makes up 50% of billings. The agency has 15 employes and forecasts a 10% gain in volume in 1960.

Heggie Advertising Co., Toronto, billed $1,274,716 in 1959, of which $490,783 was in capitalized fees. Comparable figures in '58 were $1,129,732 and $443,055. The agency reported no account changes. It has 29 employes and expects a 30% increase in volume in 1960.

Al Herr Advertising, Milwaukee, billed $2,000,000 in 1959. It has one office with 24 employes.

Hoefer, Dieterich & Brown, San Francisco, billed a total of $1,585,000 in 1959, of which $570,000 represented capitalized fees. In 1958, total billing was $1,233,000, of which $75,000 represented capitalized fees. It added Allied Properties and U. S. Leasing. Media breakdown: newspapers 20%, outdoor 5%, point of sale 25%, magazines 15%, business papers 5%, farm publications 2%, radio 5%, tv 10%, transit 13%. It has 16 employes and forecasts a 20% gain in volume in 1960.

Holst & Male, Honolulu, billed $1,872,745 in 1959, of which $440,010 represented capitalized fees. Comparable figures in 1958 were $1,783,276 and $380,431. During the year, the agency added the Governor Quinn Committee, *Honolulu Star-Bulletin*, Sugar International and Sheraton-Hawaii; it lost Hawaiian Land Co. Media breakdown: newspapers 39%, magazines 16%, radio 13%, tv 26%, business papers 4%, transit 2%. The agency has 37 employes and expects 1960 volume to rise 10%.

Horan-Daugherty, St. Louis, reported billings at $1,750,000 in 1959, compared with $1,700,000 for 1958. The agency added J. A. Weaver Co. and Emerson Electric of St. Louis; it lost Pepsi-Cola Bottlers of St. Louis. Media breakdown: newspapers 15%, magazines 10%, radio 15%, television 25%, outdoor 10%, business papers 5%, farm publications 5%, transit advertising 5%, point of sale 10%. The agency has 20 employes and expects a 10% increase in business in 1960.

Huot Advertising, Montreal, billed $1,837,936 in 1959, of which $37,352 was in capitalized fees and $43,000 was in billings outside of Canada. Comparable figures in '58 were $1,673,468, $30,468, and $50,000. During the year the agency added Melchers Distilleries, Opera Diamond Co. and Roy Industries. and lost no accounts. Media breakdown: newspapers 35%, magazines 5.7%, supplements 2.5%, radio 9.3%, tv 20%, outdoor 5.8%, business papers 7.5%, farm publications 4.2%, transit advertising 3.8%, point of sale 5.1%, "other" 1.1%. Huot has 39 employes in two offices, and expects a 25% increase in volume in 1960.

Hutchins Advertising Co., Rochester, billed $3,884,183 in 1959, of which $142,102 was in foreign billings and $584,754 represented capitalized fees. In 1958 total billings were $3,270,047, foreign billings were $266,065, and capitalized fees were $323,868. During the year it took over Hanford & Greenfield, Rochester agency. Besides the accounts required through this merger, the agency also gained the Monroe County Water Authority and Shuron Optical Co.; it lost no accounts. It has three offices with 59 employes and expects 1960 volume to rise 15%.

Jefferson Advertising Agency, LaCrosse, Wisc., billed $1,279,417 in 1959, of which $1,151,967 was in capitalized fees. Comparable figures for 1958 were $1,050,586 and $937,347. It added Kasota Stone and reported no account losses. Media breakdown: farm publications 65%, business papers 15%, newspapers 10%, magazines 5%, television 5%. The agency has seven employes and expects 1960 billings to be up 20%.

Jennings & Thompson Advertising, Phoenix, billed $1,393,000 in 1959, of which $540,000 was capitalized fees. In 1958 billings were $1,225,000 with $472,000 capitalized. Accounts added during the year were Metalaire Products Co., Kennecott Copper Corp.-Ray Mines division, Empire Machinery Co., Lee Optical of Arizona, Phoenix Newspapers Inc. Lost were Baird's Bread Co. and Hotel Westward Ho. Newspapers got 30% of the billings, television 20%, radio and business papers 10% each, farm publications and outdoor 5% each, point of sale 1% and other media 19%. The agency has 20 employes and expects 1960 volume to be about the same as in 1959.

Jordan, Sieber & Corbett, Chicago, billed $4,336,000 in 1959, compared with $3,828,000 in 1958. The agency added Baxter International, Ayerst Laboratories and Eaton Laboratories. It puts 50% of its billings into business publications (primarily medical journals), 35% in direct mail, 10% in point of sale and 5% in other media. It has 61 employes in two offices and predicts a 24% gain in billings in 1960.

Kerker, Peterson Inc., Minneapolis, billed $2,499,000 in 1959, of which $1,495,500 was in capitalized fees. In 1958 billings totaled $2,413,000 with $1,946,000 capitalized. The agency picked up Telex Inc. in November and Gateway Flakes Inc. in December. It lost Magnetic Controls Inc. Business papers got 49% of the billings, magazines 21%, television 15%, newspapers 7%, radio and outdoor 4% each. The agency has 30 employes and predicts a 10% rise in billings in 1960.

Kircher, Helton & Collett, Dayton, billed $4,410,000 in 1959, compared with 1958 billings of $4,342,000. The agency added one account in 1959, Bell Sound. Media breakdown: newspapers 5%, magazines 31%, radio 2%, television 5%, outdoor 1%, business papers 35%, farm publications 1%, point of sale 2%, "other" 17%. The agency employs 44 people and expects a 5% gain in 1960 volume.

Koehl, Landis & Landan, New York, billed $2,220,000 in 1959, of which $670,000 represented capitalized fees. Comparable figures for 1958 were $1,950,000 and $550,000. The agency added LAN Chilean Airlines, Quality Courts, Nassau's Royal Victoria Hotel, Soviet Exhibition of Science, Technology and Culture and Nuweave Socks. Media breakdown: newspapers 45%, magazines 26%, direct mail 10%, business papers 7%, transit advertising 6% and 2% each for radio, television and outdoor. The agency has 24 employes, and looks for a billings increase of 5% in 1960.

Lando Advertising, Pittsburgh, Pa., billed $2,910,575 in 1959, of which $1,366,259 represented capitalized fees. In 1958, it billed $2,751,717, of which $1,204,621 represented capitalized fees. It had no significant account changes. Media breakdown: newspapers 15%, outdoor 7%, magazines 15%, business papers 25%, radio 18%, tv 20%. The agency has 39 employes in two offices and forecasts a 20% gain in volume in 1960.

Lavidge & Davis, Knoxville, Tenn., billed $1,750,000 in 1959. No breakdown on capitalized fees was reported. The comparable figure for '58 was $1,500,000. During the year the agency added Pilot Life Insurance Co., and Fulton Sylphon division of Robertshaw-Fulton Controls Co., and lost no accounts. Media breakdown: newspapers 4%, magazines 20%, radio 6%, tv 17%, outdoor 4%, business papers 25%, farm publications 0.5%, transit advertising 1%, point of sale 0.5%, "other" 21%. The agency has 22 employes in two offices, and expects 1960 volume to rise 15% or 20%.

Leber & Katz, New York, billed $2,110,000 in 1959, of which $590,000 represented capitalized fees. In 1958, it billed $1,660,000, of which $460,000 represented capitalized fees. It added Taylor Construction, Christofle Silver, Silvray Lighting, Swanee Paper, Marcel Rocas Parfums, Youthcraft

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Automotive	50,482,000	+ 5.2%
Gasoline	20,115,000	+30.6%
Apparel	16,009,000	+ 1.0%
Furniture H. H.	12,361,000	— 2.5%
Eat and Drink	22,571,000	+17.4%
Drug	8,941,000	+23.4%
Retail Payroll	36,116,000	+21.9%
Retail Employment	12,872	+12.6%
Establishments	1,708	— 1.8%
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make FIELD & STREAM the *total marketing* magazine to reach America's big-spending sportsmen—"your best contact with the outside world."

Creations, Publix Shirt, Corde de Parie, and B G S Shoe. The agency lost Dunhill, Nappe-Smith, and Crescendoe Gloves.

Media breakdown: newspapers 10%, point of sale 10%, magazines 55%, business papers 15%, supplements 5%, radio 3%, and tv 2%. The agency has 23 employes and forecasts a 25% gain in volume in 1960.

Carr Liggett Advertising, Cleveland, billed a total of $2,749,653 in 1959, after billing $2,158,478 in 1958. It added Avery Label (decorative products division), Brush instruments division of Clevite, Perfection Industries (infra-red division), Mills Co., Packaging Corp. of America, Stadler Fertilizer, United Food Management Services, Amalie Oil, Clauss Cutlery, and I T E Circuit Breaker (Greensburg division). It lost B. L. Marble Chair and F. C. Russell.

Media breakdown: newspapers 3.2%, outdoor 0.7%, magazines 23%, business papers 67%, radio 1%, farm publications 0.3%, tv 0.2%, transit 0.2%, "other" 4.4%. It has 37 employes and forecasts a 15% increase in volume in 1960.

Lilienfeld & Co., Chicago, reported billings for 1959 at $2,413,685, of which $5,710 represented capitalized fees. In 1958, comparable figures were $2,066,964 and $55,280. Accounts added were John B. Canepa Co., Hawthorn-Mellody Farms Dairy, Cleveland, and Meyer Division of Hawthorn-Mellody Farms Dairy, Kansas City. The agency lost Catherine Clark's Brownberry Ovens and Bulk Petroleum Corp. Media breakdown: newspapers 20%, supplements 1%, radio 22%, television 39%, outdoor 1%, business papers 1%, transit advertising 2%, "mechanical production" 14%. The agency employs 21 persons and expects business to rise 25% in 1960.

Lubell Advertising, New York, in its first year of operation, billed $1,318,206.83, of which $408,365.41 represented capitalized fees. Media breakdown: newspapers 70%, outdoor 5%, magazines 20%, business papers 5%. Lubell has 14 employes and forecasts a 25% gain in volume in 1960.

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This annual agency billings issue of ADVERTISING AGE is valuable as a permanent reference, so AA suggests that each reader file his copy where it won't go astray. Meanwhile, as long as the supply lasts we will gladly fill all requests for additional copies. The price is $1 a copy.

Luckoff & Wayburn, Detroit, billed $3,528,672 in 1959, of which $2,721,786 was in capitalized fees. Comparable figures for 1958 were $2,955,093 and $2,318,778. It added Audiphone Co. of Detroit, Mulligan of Dearborn, and Northwest Auto Co., and lost no accounts. Media breakdown: newspapers 33%, magazines 2%, radio 16%, television 29%, outdoor 3%, transit advertising 3%, "other" 14%. The agency employs 24 persons and expects an increase in volume in '60.

MacDonald-Cook Co., South Bend, Ind., billed $1,843,323 in 1959, of which $664,058 was in capitalized fees. In 1958 the agency billed $1,437,184, with $414,841 in capitalized fees. It added Go-Tel Leasing Corp., Prairie Schooner, All-Trailer Parts, Wells-Cargo and Portable Structure; it lost Associates Investment Co. and Lonergan Corp. Media breakdown: magazines 65.8%, business papers 23.28%, television 7.2%, newspapers 3.7%, and farm publications, 0.02%. The agency has 22 employes in two offices, and expects business to rise 25%.

Malcolm-Howard Advertising Agency, Chicago, reported billings at $2,000,000 in 1959, the same as in the previous year. It reported no account changes. The agency employs 22 persons and expects a 5 or 10% increase in business in 1960.

Mallen & Associates, Minneapolis, billed $1,000,000 in 1959, of which $400,000 was capitalized fees. The same figures were reported for 1958. Mallen has 17 employes and a 10% business rise is expected in 1960.

C. Knox Massey & Associates, Durham, N. C., reported billings at $2,500,000 in 1959, of which $200,000 represented capitalized fees. It did not report billings for 1958. No account changes were reported for 1959. The agency used all the major media. It has 10 employes and expects a 5% business increase in '60.

B. L. Mazel Inc., New York, billed $1,250,400 in 1959, of which $800,400 represented capitalized fees. Comparable figures for 1958 were $780,000 and $480,000. The agency added Investors Intelligence while dropping Arnold Bernhard & Co. during the year. It puts 80% of its billings into newspapers. The agency has eight employes in two offices and sees 1960 about the same as 1959.

W. A. McCracken Ltd., Toronto, billed $1,450,000 in 1959, compared with $1,300,000 in 1958. Its media use went like this: television 43%, newspapers 24%, radio 13%, business papers 12%, magazines 5%, outdoor 2% and transit advertising 1%. The agency has 14 employes in two offices and looks for a 10% billings gain in 1960.

Harris D. McKinney Inc., Philadelphia, billed $1,795,600 in 1959, of which $1,047,700 was in capitalized fees. In 1958, it billed $1,640,500, of which $1,038,300 was in fees. Accounts added were Atlas Powder Co., explosives division, and Teleflex Inc.; no accounts were lost. Billings breakdown: newspapers 12%, magazines 3%, radio 2%, business papers 80%, point of sale 3%. The agency has 26 employes and expects business to rise 20% in '60.

George T. Metcalf Co., Providence, R. I., billed $1,438,699 in 1959, of which $593,772 was in capitalized fees. In 1958, it had billed $1,254,510, with $426,121 in fees. The agency added S. Bent & Bros., Providence Lithograph Co., Ostermoor & Co., and American Tube Products Co.; it lost Universal Converting Corp. and WJAR-TV, Providence. Media breakdown: newspapers 3%, magazines 17%, outdoor 0.4%, business papers 79.3%, "other" 0.3%. Metcalf employs 22 persons and expects a 10% business rise in '60.

Mullican Co., Louisville, billed $1,371,407 in 1959, of which $556,726 was in capitalized fees. Comparable figures for 1958 were $978,374 and $241,184. The agency added Kentucky Utilities Corp., Universal Scientific Corp., Bourbon Stock Yards and Safety Transfer & Storage Co. It lost Brecher Co., Kitchen Kompact, Progress Refrigerator and Kentucky Rural Electric Corp. Media breakdown: newspapers 41.30%, radio 21.38%, television 17.16%, outdoor 9.52%, business papers 8.84%, magazines 0.90%, farm publications 0.56%, transit advertising 0.34%. Mullican has 16 employes and expects business to be about the same this year.

Needham & Grohmann, New York, billed $3,655,000 in 1959, of which $219,000 was in capitalized fees. This compares with 1958 billings of $3,530,000, including $920,000 in fees.

During the year the agency added four accounts, John Wiley Book Publishers, Charms Candy, Stowe Area Assn. and Pittsburgh Hilton hotel, while losing one, Zenith-Godley. Media breakdown: newspapers 36.5%, magazines 39.5%, supplements 2%, radio 7%, outdoor 3%, business papers 13%. The agency employs 39 people in one office and expects a 20% gain in 1960 volume.

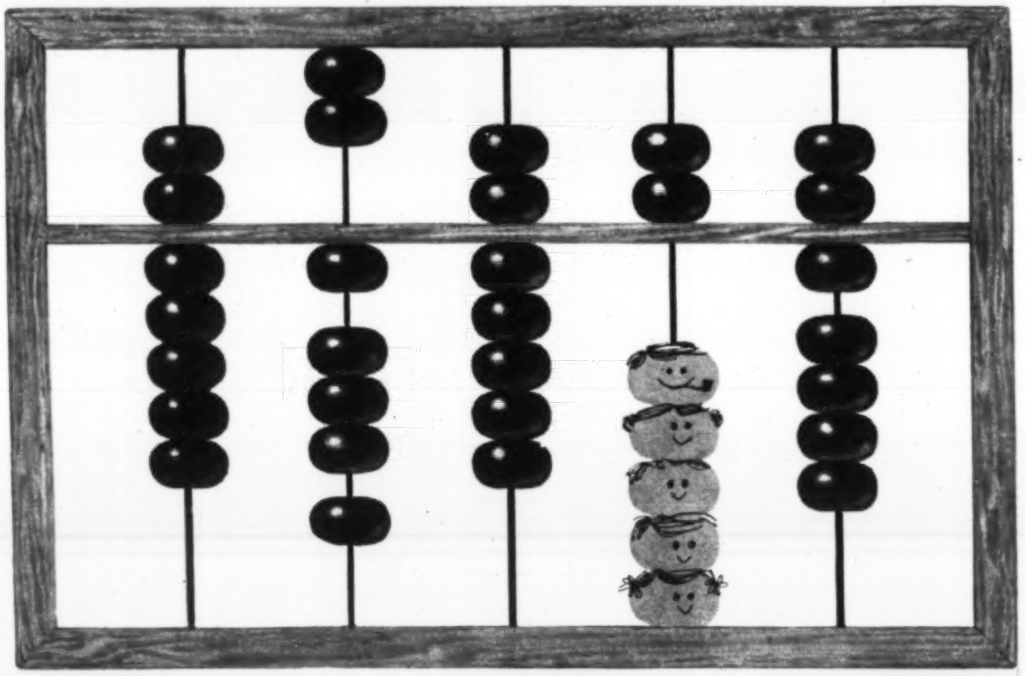
Newmark Advertising Agency, New York, billed $1,186,700 in 1959, of which $92,000 represented capitalized fees. Billings in 1958 totaled $1,056,000. The agency reported addition of several accounts for special assignments during the year. Media breakdown: newspapers 78%, magazines 18%, business papers and farm publications 2%. The agency employs 20 people and expects a 5% increase in 1960 volume.

Newmark, Posner & Mitchell, New York, reported billings at $2,025,000 for 1959, including $425,000 in capitalized fees. The new agency resulted from a merger of Michael Newmark Agency with S. Posner & Co. last July, when it had estimated combined billings of $1,800,000. Michael Newmark became president and chairman of the plans board of the merged agency, Sidney Posner became senior vp and secretary, and Pearse A. Mitchell was named vp and treasurer.

The agency added Standard Security Life Insurance Co. and lost no accounts. Media breakdown: newspapers 55%, magazines 15%, radio 5%, television 10%, outdoor 5%, business papers 10%. The agency employs 21 persons and expects a 15% business hike in 1960.

Palm & Patterson, Cleveland, billed $4,007,118 in 1959, of which $1,106,240 represented capitalized fees. Comparable figures in 1959 were $3,820,650 and $1,184,402. During the year the agency lost no accounts and gained three: Magic Iron Cement Co., Shelby Metal Products Co. and Fulton Seat Co. Media breakdown: newspapers 2%, magazines 4%, business papers 91%, farm publications 1%, point of sale 2%. The agency has 30 employes, and expects 1960 volume to rise 15%.

Palmer, Codella & Associates, New York, organized in November, 1958, billed a total of $1,314,421 in 1959. This fast-growing agency added the stainless steel division of Jones & Laughlin Steel, the Porcelain Enamel Institute, Maine Sardine Council, and Cox Moore for advertising, Trans World Airlines for all collateral services, and Aeronca Mfg., Gulton Industries, and Udylite for public relations



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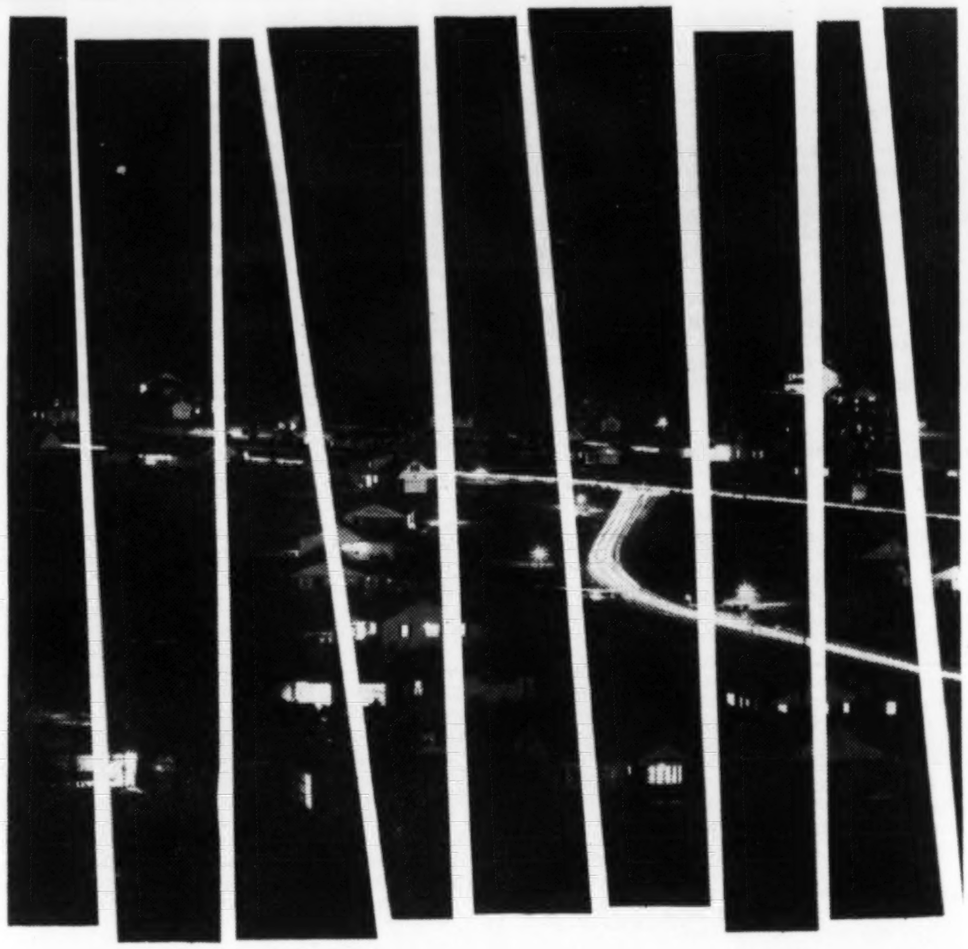

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only. Recently the agency was named for the balance of Jones & Laughlin Steel, estimated to bill more than $1,000,000. It has 27 employes in two offices and forecasts a 450% gain in volume in 1960.

Powell, Schoenbrod & Hall, Chicago, billed $2,308,918 in 1959, of which $801,750 represented capitalized fees. In 1958, the agency billed $2,115,653, of which $745,500 represented capitalized fees. It added Bowen Inc. (William Joyce shoes), and Galerie Inc., and lost Spartus and *Playboy*. Media breakdown: newspapers 19%, outdoor 1%, magazines 30%, business papers 1.5%, radio 23%, tv 25.5%. The agency has 18 employes and forecasts a 15% or 20% increase in volume in 1960.

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Ritter-Lieberman, Allentown, Pa., billed $1,256,650 in 1959, of which $500,250 represented capitalized fees. In 1958, it billed $912,000, of which $292,000 represented capitalized fees. It added Allen Organ Co., Process Equipment and Cement divisions of Bethlehem Foundry & Machine Co., and Lutheran Home. Media breakdown: newspapers 18%, outdoor 10%, point of sale 4%, magazines 12%, business publications 25%, supplements 5%, farm publications 6%, radio 8%, tv 7%, transit advertising 5%. The agency has 14 employes and forecasts a 20% gain in volume in 1960.

Rives, Dyke & Co., Houston, billed $2,751,245 in 1959, of which $100,417 represented capitalized fees. Comparable figures for 1958 were $2,716,473 and $233,361. The agency neither gained nor lost any important accounts. It put 74% of its billings into business papers, 10% into outdoors, 7% into radio and television, 5% into direct mail and 1% into farm publications. The agency has 32 employes and sees 1960 about the same as 1959.

Robertson, Buckley & Gotsch, Chicago, billed $1,894,949 in 1959, of which $1,070,248 was in capitalized fees. Comparable figures in 1958 were $1,542,068 and $924,950. During the year the agency added Dearborn Chemical Co. and Flavor Corp., and lost no accounts. Media breakdown: newspapers 4%, magazines 1%, business papers 30%, "other" 65%. The agency has 26 employes, and expects 1960 volume to be up 25%.

Irving J. Rosenbloom & Associates, Chicago, billed $3,950,000 in 1959, all of which was in commissionable space. Comparable figure for '58 was $1,800,000. During the year the agency added Armac Gears, Dashew Business Machines, Bireley's, Fox River Valley Knitting Co., Special Products division of Conley Electronics Corp., Ackerman-Johnson Co., Milwaukee Stamping Co., Magna-Dex Inc., and Precision Posturect Chair Corp., and reported no losses. Media breakdown: newspapers 20%, magazines 33%, radio 10%, tv 12%, outdoor 10%, business papers 15%. The agency has 20 employes and expects 1960 volume to rise 25%.

Rothbardt & Haas Advertising, Chicago, billed $2,200,000 in 1959, of which $610,000 was in capitalized fees. No comparable figures are available for 1958. The agency added Cheem-Richmond in July and reported no accounts lost. Media breakdown: newspapers 10%, magazines 50%, supplements 10%, tv 10%, business papers 20%. The agency did not list the number of its employes. It expects a 30% increase in volume in 1960.

Sanger-Funnell, New York, billed $1,788,646 in 1959, of which $548,045 represented capitalized fees. In 1958, it billed $1,286,200, of which $293,350 represented capitalized fees. Production billings amounted to $334,742 in 1959 and $312,850 in 1958. It added Tensolite Insulated Wire and Ross Midwest Fulton division of Ross-Midwest. It lost Frederick Gumm Chemical and Korfund. Media breakdown: newspapers 5%, business papers 55%, tv 5%, printing and production 25%, public relations 10%. The agency has 20 employes in two offices and forecasts an increase in volume in 1960.

Schram Advertising Co., Chicago, billed $3,742,339 in 1959, of which $3,463,926 was in capitalized fees. Comparable figures for '58 were $3,635,093 and $3,419,711. During the year the agency added Daystrom Furniture division, Kurly Kate Corp., Klein's Sporting Goods, Gun Digest Co., General Hotel Corp., Par Enterprises, Briefcase Inc., Direct Diamond Importers, Schulte Red Line Co., Seaway Beverages, Walter Frank Organization and ESGE Gachwend-Spingler (West Germany). It lost Ulysse Nardin Watch Co., and Chicago Construction Co. Media breakdown: newspapers 15%, magazines 15%, radio 5%, tv 2%, outdoor 1%, business papers 55%, farm publications 3%, point of sale 4%. Schram has 18 employes and expects a 10% increase in volume in 1960.

M. B. Scott Inc., Beverly Hills, Cal., billed $1,649,700 in 1959, of which $89,700 represented capitalized fees. In 1958, billings were at $1,271,200, including $61,200 in capitalized fees. The agency added R. G. Lewis, Mercedes Benz distributor; Leanse Auto Stores, and Norm's Restaurants; it lost no accounts. Media breakdown: newspapers 10%, radio 60%, television 20%, farm publications 10%. Scott has 10 employes in eight offices. The company estimates its volume will rise 20% this year.

Shaller-Rubin Co., New York, billed $2,026,000 in 1959, of which $1,396,000 was in capitalized fees. Comparable figures for '58 were $1,350,000 and $1,189,000. During the year the agency added White Laboratories, Kenilworth, N. J., Eagle Pencil Co., Danbury, Conn., and Thayer Laboratories, a division of Revlon Inc., New York, and lost no accounts. Media breakdown: newspapers 15%, magazines 20%, supplements 15%, radio 5%, tv 15%, business papers 10%, point of sale 5%, sales promotion 15%. The agency has 35 employes, and expects a 40% increase in volume in 1960.

Shevlo Inc., New York, billed $3,039,300 in 1959, of which $599,300 represented capitalized fees. Comparable figures in 1958 were $2,428,800 and $266,800. During the year it lost no accounts and added the Free Film Co. Media breakdown: newspapers 35%, magazines 30%, radio 7%, tv 3%, outdoor 5%, business papers 10%, point of sale 10%. It has 25 employes and expects 1960 volume to rise 10%.

Smith & Dorian, New York, billed $2,136,537 in 1959, compared with $1,242,220 the preceding year. The agency added Janssen Piano Co., Fairchild Recording Equipment Co. and Crosby-Teletronics Corp. It resigned the Capehart Corp. in September. Media breakdown: business papers 60%, newspapers 10%, magazines 10%, radio 10%, point of sale 10%. The agency has 22 employes in two offices, and expects business to be up 25%.

Stern, Walters & Simmons, Chicago, billed $2,366,667 in 1959, of which $731,489 was in capitalized fees. Comparable figures in '58 were $1,596,072 and $689,756. During the year the agency added Halo Lighting Products, P-M Laboratories, Concertapes Inc., and Norman Industries. It lost D. K. International Corp., and Sonora Electronics. Media breakdown: newspapers 29%, magazines and supplements 12%, radio and tv 16%, business papers 13%, "other" 31%. The agency has 17 employes in one office and expects a 20% increase in volume in 1960.

James A. Stewart Co., Carnegie, Pa., billed $1,230,000, including $750,000 in capitalized fees, in 1959. The 1958 total was $803,000, including $501,000 in fees. Stewart reported "seven new accounts added in 1959," which it said it could not yet name. No accounts were lost last year. The agency invested billings as follows: Newspapers 5%, radio 3%, television 2%, outdoor 2%, business papers 35%, farm publications 2%, point of sale 51%. Stewart employs 17 persons in two offices. It expects 1960 billings to advance 20%.

Stiller-Hunt Advertising, Beverly Hills, Cal., billed $1,057,954 in 1959, of which $559,903 was in capitalized fees. For the last six months of 1958 (Stiller-Hunt was formed in 1958) billings were $437,515 with $285,285 capitalized. The agency added So. California and So. Counties Gas Cos. in May, reports no losses. Newspapers got 64% of the billings, radio and television 7%, outdoor 2%, over-all production 23%, "other" 4%. The agency has ten employes and expects a 10% rise in 1960 volume.

Howard Swink Advertising, Marion, O., billed $1,815,902 in 1959, of which $749,680 represented capitalized fees. Comparable figures in 1958 were $1,655,135 and $696,453. During the year, the company added Ohio Brass Co. and Swan Rubber Co. and resigned Fostoria Corp. and Indiana Glass Co. Media breakdown: newspapers 1%, magazines 10%, radio 1%, business papers 88%. The agency has 40 employes, and expects 1960 volume to rise 12%.

Symonds, MacKenzie & Co., Chicago, billed $1,046,632 in 1959, of which $2,213,416 represented capitalized fees. Billings in 1958 totaled $2,642,446, including $1,947,484 in capitalized fees. The agency added one account, Crofts U.S.A., while losing none. Billings breakdown: newspapers 2%, magazines 4%, business papers 92%, point of sale 2%. The agency employs 19 persons and expects a 5% increase in 1960 volume.

Terry, Gray-Schwartz & Harris, Chicago, billed $1,046,632 in 1959, of which $161,177 represented capitalized fees. Billings in 1958 were $500,000. The agency reports that during the year it shifted from a local media operation to one offering many agency services. It added 18 accounts, including Philco Distributors midwest region, Cicero Federal Savings & Loan Assn., Beam Stores, Adolph Kiefer & Co., Performachored Co., Winter & Hirsch, L. S. Wilson Mfg. Co., Estee Sleep Shops, Augustine Ascension Elm Assn., and Storybook City USA; it lost no accounts. Media breakdown: newspapers 53%, radio 13%, tv 22%, "other" 12%.

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The mighty Wurlitzer . . . . so vibrant, forceful, brilliant! It does indeed take one with a quality touch to capture the full range of this magnificent instrument. Likewise, it takes the quality touch of many hands and hearts to capture the admiration and respect that go with the quality atmosphere surrounding today's better radio and television operations.

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The Original Station Representative

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brand loyalty starts in...
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A MARKET THAT HAS COME OF AGE IN A GREAT BIG WAY! America's 9 million teen-age girls are the fastest-growing market in the country. SEVENTEEN talks *with* these girls...heart-to-heart and cover-to-cover. Thus between SEVENTEEN and its readers there exists a depth of understanding and mutual admiration. That's why teen-age girls are so devoted and responsive to SEVENTEEN. They buy this magazine at the newsstand month after month, and buy more merchandise from its pages than from any other magazine. In fact, 4,800,000 teen-age girls read an average issue of SEVENTEEN and 65.2% of them have actually bought from its pages.* Your advertising in SEVENTEEN puts *you* in the big, booming Youth Market, *the market that has come of age in a great big way.*

brand loyalty starts in...
seventeen

**Gilbert Youth Research*

it's easier to ***START*** *a habit than to* ***STOP*** *one!* SEVENTEEN MAGAZINE, 488 Madison Avenue, New York 22 • PLaza 9-8100

DOUBLE EXPOSURE FOR YOUR ADVERTISING: SEVENTEEN-at-School–only magazine of its kind–offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!

How to influence management decisions . . .

Effective management advertising is a necessary foundation, today, for the successful marketing of business goods and services.

Top management, in its drive toward greater profits, searches continually for ways to cut costs and build sales. This makes every major business decision a management decision, makes management the key factor in business buying, makes it vital to reach and sell top management. And a logical, economical way to accomplish this is to advertise in the business magazine read regularly by top management.

DUN'S REVIEW and Modern Industry makes advertising dollars work most effectively by providing concentration and dominance on the major decision-makers at the hard core of American business and industry.

1. CIRCULATION AMONG THE RIGHT PEOPLE

The circulation of DUN'S REVIEW represents an unmatched audience for those who sell products or services to business and industry.

- Over 53,000 readers are Presidents.
- Over 88,000 readers are corporate officers.
- Three-quarters of the readers have the title of General Manager or higher.
- Pass along readership boosts total audience to 300,000 management people.

2. READERSHIP IN THE RIGHT PLACES

DUN'S REVIEW concentrates advertising on your best prospects.

- 60 per cent of the readers are in Manufacturing or other industry.
- 35 per cent of the readers are in Distribution, Finance, and Service.
- Over half of the companies reached do $1,000,000 or more in sales annually.
- Circulation includes eight out of every ten manufacturers worth $1,000,000 or more.

3. THE RIGHT EDITORIAL ATMOSPHERE

Business advertising has the best chance of being seen and acted upon when prospects are reading and thinking about business.

DUN'S REVIEW stimulates reader interest in modernization and improvement in all phases of business operations: production, development, sales and distribution, employer relations, finance, and executive methods. Authority of editorial coverage establishes a highly receptive atmosphere for product and corporate advertising.

4. THE RIGHT PROGRAM COSTS

Management advertising in DUN'S REVIEW logically extends and complements sound trade paper advertising. Yet, while adding important management coverage, it costs little more than advertising in any good trade paper.

DUN'S REVIEW also provides economical coverage of top management without the prohibitive cost of broad circulation newsweeklies. Management advertising is strictly on its target in the pages of DUN'S REVIEW.

Impressive advertising programs are possible in DUN'S REVIEW. And these programs get results . . . economically.

5. THE RIGHT VALUES FOR CORPORATE-FINANCIAL ADVERTISING

70 per cent of the stock purchases by the public are made by the "$10,000 and Over" income group. DUN'S REVIEW readers have an average income of $27,015 placing them among the very best prospects.

Corporate pension plans are accumulating potential investment money in the "billions" every year. 42 per cent of the companies reached by DUN'S REVIEW have pension plans whose funds represent a major reservoir of investment dollars. 63 per cent of the readers have a voice in company investment policy.

Institutions represent a major investment factor. 45 per cent of DUN'S REVIEW readers are members of the governing bodies of schools, hospitals, churches, or community government.

Banks, Finance, and Insurance companies are prime objectives for the Corporate-Financial advertiser. Over 7,000 DUN'S REVIEW readers are key management people in these firms.

To influence a business decision, tell the decision-makers who read

DUN'S REVIEW
AND MODERN INDUSTRY
the magazine of Presidents
. . . and men who are going to be!

It has 12 employes, and expects 1960 volume to rise 50%.

Arthur Towell Inc., Madison, Wis., billed $1,079,520 in 1959, of which $245,869 represented capitalized fees. Comparable figures in 1958 were $1,230,780 and $372,266. During the year it neither lost nor gained any accounts. Media breakdown: newspapers 13%, magazines 25%, radio 13%, tv 7%, outdoor 3%, business papers 24%, farm publications 15%. It has 16 employes, and expects 1960 volume to be about the same as last year.

Ullman Organization, Philadelphia, billed $2,170,000 in 1959, of which $1,135,000 was in capitalized fees. In 1958 it billed $2,103,000, with $1,107,000 capitalized. During the year it added Industrial Products Co., Berman Service, J. L. Lohrke Co. and WQAL. No losses are reported. Business papers got 85% of the billings, magazines 10%, newspapers 4%, farm publications 1%. Ullman has 26 employes and expects a 25% billings increase in 1960.

Paul Venze Associates, Baltimore, billed $1,502,000 in 1959, down from $3,365,000 billed in 1958. It lost the Charles Antell account late in 1958 when that company was bought by B. T. Babbitt. Direct mail got 39.5% of the billings, television 28%, radio 14.5%, point of sale 4.5%, newspapers 3.5%, transit advertising 1% and miscellaneous 7.5%. Venze has 15 employes and a 15% billings increase is expected for 1960.

M. Belmont Ver Standig Inc., Washington, billed $3,890,000 in 1959, as against $3,337,000 in 1958. The agency added three accounts, Capitol Radio Engineering Institute, O'Sullivan Rubber Heel Co. and Dart Drug Co., while losing none. Media breakdown: newspapers 20%, magazines 30%, radio 5%, television 30%, outdoor 5%, and business papers 10%. The agency employs 29 persons and expects a 10% increase in 1960 volume.

Walsh Advertising Co., Toronto, billed $4,600,000 in 1959, as compared with $4,200,000 in 1958. The agency gained 14 new accounts, including Watchmakers of Switzerland, National Hosiery Mills and the automotive products division of Simoniz Co. It lost a $300,000 account, Canadair Ltd., airplane producing subsidiary of General Dynamics, to Erwin Wasey, Ruthrauff & Ryan; Green Giant of Canada to Leo Burnett Co.; La Belle Fermiere to Young & Rubicam, and Catelli-Habitant to McCann-Erickson. Yves Bourassa, formerly vp, resigned to join Young & Rubicam as vp and manager of French services. Walsh moved to new offices in Toronto and Montreal last year, with new facilities including test kitchen and radio and television departments. The agency did not report its media breakdown. It employs 70 persons in four offices (including an affiliate in Vancouver). It expects 1960 volume to reach $5,000,000.

F. P. Walther Jr. & Associates, Boston, billed $1,500,000 in 1959, compared with $1,100,000 in 1958. No account losses or gains were reported. Walther has 21 employes in two offices.

Watts, Payne-Advertising, Tulsa, billed $1,111,720 in 1959, of which $106,720 represented capitalized fees. Comparable figures for 1958 were $1,086,155 and $81,265. The agency neither gained nor lost any important accounts. Media breakdown: business papers 37%, radio 28%, television 10%, newspapers 8%, farm publications 5%, point of sale 1% and the remaining graphic arts 11%. The agency has 17 employes and expects a 12% gain in volume in 1960.

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for billings figures and other data about the nation's advertising agencies. The usual features will be back in their regular places next week.

Webb Associates, New York, billed $2,350,250 in 1959, of which $500,250 represented capitalized fees. Comparable figures in 1958 were $1,085,000 and $300,000. It has 10 employes and expects 1960 volume to rise 50%.

Weightman Inc., Philadelphia, billed $1,696,700 in 1959, of which $256,200 represented capitalized fees. Billings in 1958 totaled $1,448,750, of which $219,650 was in capitalized fees. The agency added two accounts, E. B. Evans Co. and Weldon Farm Products Inc., while losing none. Billings breakdown: magazines and newspapers 9.2%, radio 4.5%, television 64.2%, transit and outdoor 17.6%, point of sale 2.8%, other media 1.7%. Weightman employs 15 persons and expects 1960 volume to rise 10-15%.

Wenger-Michael Inc., San Francisco, billed $3,000,000 in 1959. It reported no breakdown on capitalized fees. The comparable figure for '58 was $3,125,000. During the year the agency added the *San Francisco News-Call-Bulletin*, and Grand Auto Stores, and lost no accounts. Media breakdown: newspapers 55%, magazines 5%, radio 15%, tv 10%, outdoor 10%, business papers 5%. The agency has 23 employes in one office. It is enlarging its staff and office space as of Feb. 1 in anticipation of larger volume.

Wexton Co., New York, billed $4,414,133 in 1959, of which $1,155,520 represented capitalized fees. Comparable figures for 1958 were $2,940,440 and $1,046,400. The agency added Burlington Industries (Tricot Division), Golden Press (Golden Book Encyclopedia), Dictograph Corp., Vocaline Corp. of America, Acousticon, Carlsberg beer, Sterling Forest and the cosmetics division of Borden Co.; it lost the Dodge Dealers of New York. Media breakdown: magazines 28%, business papers 26%, television 21%, newspapers 14%, radio 6%, supplements 3%, other media 2%. The agency has 44 employes and expects a billings gain of 40% in 1960.

White & Shuford Advertising El Paso, billed $1,459,123 in 195 including $477,498 in capitaliz fees. This compares with $1,235,4 and $355,017 in 1958. The agenc added Sunland Park Race Trac Hilton Inn-El Paso, Trigg-Vaugh TV stations and Northgate National Bank during the year. It lost the New Mexico State Tourist Bureau Magazines got 35% of the billings, newspapers 24%, television 19%, radio 11%, outdoor 8% and business papers 3%. The agency has 17 employes and predicts a 4% rise in 1960 billings.

Willis Advertising, Toronto, billed $1,165,000, including $40,000 in capitalized fees, in 1959. The 1958 total was $830,000, including $30,000 in fees.

The agency gained Associates Budget Plan, Harold Schafer Ltd. (Snowy Bleach, Glasswax), Industrial Accident Prevention Assn., Lone-Star Boat Co., Longworth Milling, Mary Maxim Ltd., So-Green Industries, West Bend Aluminum and John C. Winston Co. Willis lost Cockshutt Far Equipment. The agency made no report on how its billings were invested. It employs 21 persons in one office. Willis anticipates a 25% rise in volume in 1960.

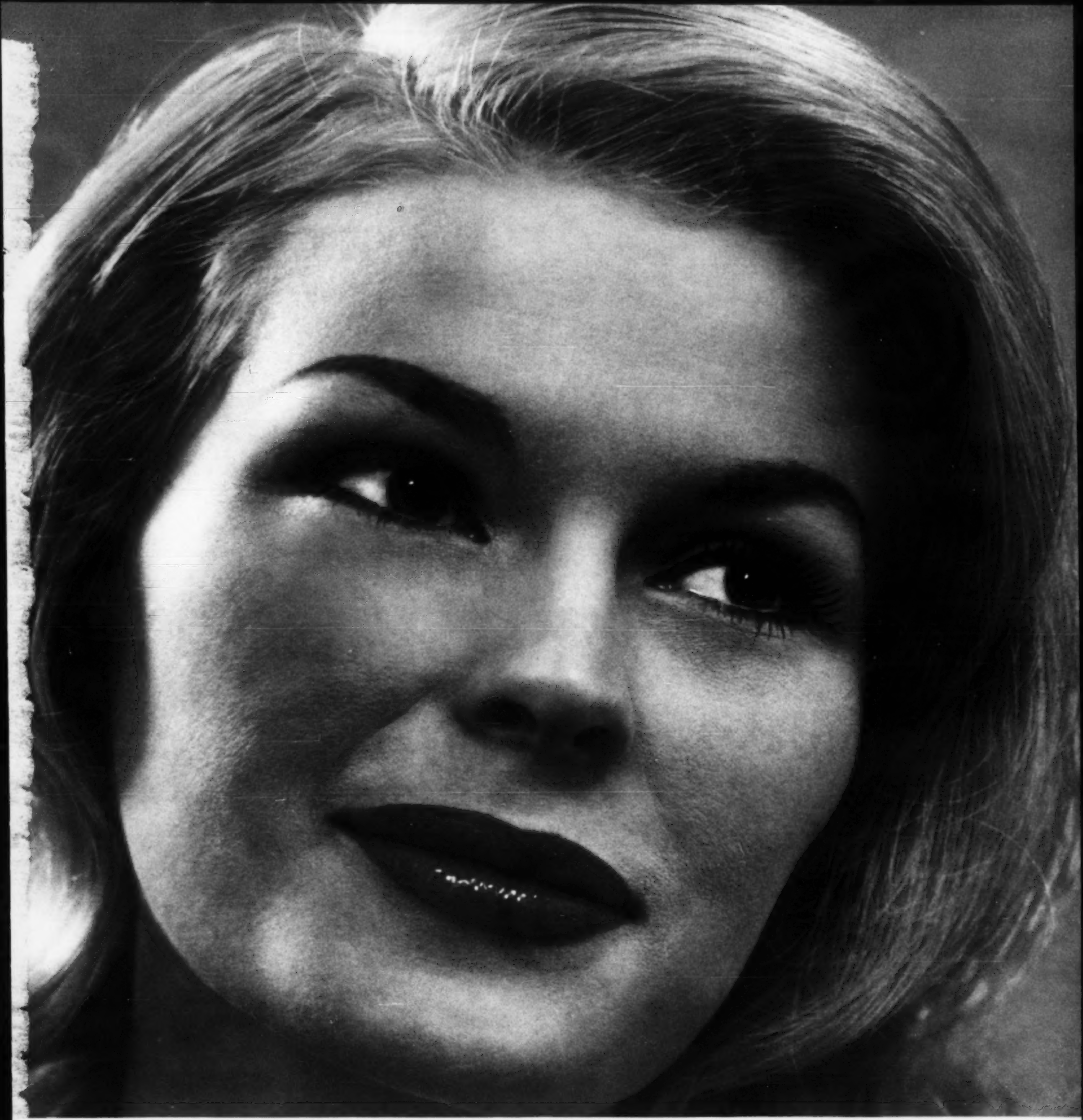
Robert E. Wilson Inc., New York, billed $4,585,407 in 1959, o which $3,334,767 was in capitaliz fees. Comparable figures for '58 were $2,538,209 and $1,498,732. Wilson added Mead Johnson & Co., White Laboratories, and the Smith-Dorsey division of Wander Co. during the year and lost none. Media breakdown: business papers 28%, direct mail 72%. Th agency has 54 employes, and expects a 33% increase in volum in 1960.

Thomas C. Wilson Advertising, Reno, Nev., billed $1,085,710 in 1959, of which $260,320 represented capitalized fees. In 1959, the agency billed $841,248, of which $405,938 represented capitalized fees. It added Squaw Valley Inn and lost James Canyon Ranch Creamery. Media breakdown: newspapers 60.24%, outdoor 13.63%, magazines 3.14%, business papers 0.52%, farm publications 0.07%, radio 16.16%, tv 4.62%, "other" 1.62%. It has 18 employes and forecasts a 10% gain in volume in 1960.

Woodard, Voss & Hevenor, Albany, N. Y., billed $1,569,024 in 1959, compared with $1,510,795 in 1958. Magazines got 44% of the billings, newspapers 21%, television 17%, radio 13%, transit advertising 3%, outdoor 2%. The agency has 22 employes.

Wyman Co., San Francisco, billed $1,000,000 in 1959, of which $600,000 represented capitalized fees. Comparable figures for 1958 were $700,000 and $300,000. Th agency added Shyre & Toso (insurance), Crosetti Bros. (building maintenance), Trans Bay Federal Savings & Loan, Society of Insurance Brokers, Toss and Dymo Corp. Media breakdown: sales promotion and direct mail 40% newspapers 20%, radio 15%, business papers 10%, point of sal 10% and television 5%. The agency has 20 employes and expects volume gain of 33% in 1960.

Zimmer-McClaskey, Louisville, Ky., billed $3,152,620 in 1959, of which $1,800,691 represented capitalized fees. Comparable figures in 1958 were $2,875,143 and $1,616,977. During the year it added Keiffer Paper Mills, Thomas Industries' Sprayit division, Kentucky Rural Electric Co-op Corp., Western Kentucky Gas Co. and Consider H. Willett kitchen cabinet division; it lost Ranch House Enterprises. It has 40 employes.



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INTERNATIONAL Ti-Opake gives you opacity in a lighter weight paper. You can print both sides of this bright, blue-white paper without show-through.

Ti-Opake takes ink perfectly. Dries quickly without feathering or offsetting. And its clean surface and high level of printability help bring pictures to life. You can count on excellent printing results with International Ti-Opake—in brilliant full color or striking black and white.

International Paper's Ti-Opake is a multi-process paper. It can be used for offset-lithography, letterpress, silkscreen, or sheet-fed gravure.

Ti-Opake is *versatile*. In both smooth and vellum finishes it can be used for brochures, stuffers, greeting cards, price lists, booklets, inserts, annual reports, and announcements. And you will find its fast-drying properties make it ideal for *rush* letterpress jobs.

Ask your paper merchant today about the newly-designed 8½ x 11 *ream-sealed* packages with handy pull-tape opener. They are made to order for small offset-duplicating presses and come in convenient pull-tape junior cartons. International Ti-Opake is also available in all standard book sizes.

Fine Paper Division **INTERNATIONAL PAPER** New York 17, N. Y.

233 Under-$1,000,000 Agencies Tell Billing

Reports for 1959 Show More Increases than in '58; Optimism Up

New York, Feb. 25—Last year 233 agencies which billed less than $1,000,000 each reported their billings to Advertising Age, a number which compares with 232 in 1958.

In this group, as in the bracket of agencies above it, only those agencies which replied to AA's questionnaire are listed. There are no estimates by AA; only those agencies which volunteered their figures are included.

■ Last year's report showed a number of agencies reporting losses in billing. About 40% showed lower figures for 1958 than for 1957. The current report is much more optimistic.

So are the estimates for 1960 volume. In this group, in which the median agency billed $343,100, the largest single group (80 agencies) forecast a volume gain in 1960 of 10 or 15%. The next largest group (34) looks for volume gains ranging from 21 to 30%. The third largest group (28) thinks 1960 will be about like 1959, and the fourth group (25) sees volume gains ranging from 16 to 20%. In this bracket large percentage gains are much easier, and accordingly 12 agencies expect their 1960 volumes to be up 100% or more over 1959, including two agencies forecasting gains of 300%.

Here is the under-$1,000,000 group, arranged alphabetically.

Joseph P. Abraham & Associates, Chicago, billed $580,000 in 1959, of which $80,040 was in capitalized fees. The corresponding figures for 1958 were $500,000 and $150,000. The agency added Joseph Abraham Ford Co. No account losses were reported. Media breakdown: radio 55%, newspapers 15%, direct mail 15%, television 10%, outdoor 5%. The agency has nine employes in two offices, and expects 1960 volume to be up 33%.

Abrams & Bogue, New York, billed $219,000 in 1959, of which $88,000 was in capitalized fees. Last year was its first full year in business. It added Stewart, Smith; Hanover Insurance Group; Prudent Publicity Plans; and Alfred M. Best Co. It lost Yorkshire Insurance Group through a merger. Media breakdown: business papers 71%, brochures 20%, newspapers 4%, point of sale 5%. The agency has four employes, and sees a 15% increase in volume in 1960.

Ad-Art Associates, Reading, Pa., billed $44,376 in 1959, of which $34,117 was in capitalized fees. Comparable figures in '58 were $55,968 and $45,303. It reported no new clients added and none lost. Media breakdown: newspapers 5%, magazines 45%, direct mail and artwork preparation 50%. The owner, Richard F. Kurr, has no employes. He expects 1960 volume to be about the same as in '59.

Ad Busch Inc., Buffalo, N. Y., billed $977,785 in 1959, of which $237,785 was in capitalized fees. Comparable figures in 1958 were $1,030,000 and $220,000. During the year the agency added Gallo Candle Co., Erie County Republican Party, and Vita-Shield Inc., and lost the Western New York Apple Growers Assn. Media breakdown: newspapers 10%, radio 40%, tv 30%, outdoor 10%, business papers 10%. Busch has 13 employes in two offices, and expects a 15% increase in volume in 1960.

Advent Associates, Elizabeth, N. J., billed $209,565 in 1959, its first year. Of this, $26,815 represented capitalized fees. Media breakdown: newspapers 2.7%, point of sale 3%, magazines 42%, business publications 46%, tv 0.7%, and direct mail 5.6%. The agency has seven employes and forecasts a 10% gain in volume in 1960.

AD-ventures Inc., Portland, Me., billed $90,000 in 1959. The agency did not report billings for 1958. It reported 12 new accounts added, including Old Orchard Beach, Pratt-Abbott Inc., and Ballard Oil. Billings breakdown: newspapers 50%, magazines 10%, radio 3%, television 2%, outdoor 10%, business papers 20%, point of sale 5%. The agency has five employes and expects 1960 volume to increase 40%.

Advertising Associates, Richmond, Va., billed $741,850 in 1959, of which $366,850 was in capitalized fees. Comparable figures for '58 were $554,249 and $233,400. During the year the agency added Planters Cotton Oil Co., Gardner's Velvet Dairy Products and Richmond Hotels Inc. Media breakdown: newspapers 25%, radio 5%, television 30%, outdoor 10%, business papers 15%, point of sale 10%, public relations 5%. The agency has 12 employes in one office, and expects a 50% increase in volume in 1960.

Advertising & Public Relations Consultants Inc., Pittsburgh, billed $102,335, including $82,185 in capitalized fees in 1959. The agency was started in the fall of 1958 and has the following accounts: Radio Parts Co., House of Audio, Bruno-Lenchner Inc., National Home Owner Club of Pittsburgh and All-Pak Inc. No accounts were lost. Media breakdown: newspapers 10%, magazines 12%, radio 50%, television 15%, business papers 8%. The agency employs four persons in one office, and sees a 300% rise in billings this year.

Agricultural Information Service, Butler, Pa., billed $64,145 in 1959, of which $52,490 was in capitalized fees. Comparable figures for 1958 were $74,385 and $61,735. The agency reported no account losses or gains. Media breakdown: direct mail 80%, farm publications 12%, radio 6%, newspapers 1%, outdoor 1%. The agency has two employes, and expects billings to increase 5% this year.

John M. Alden Inc., Burlingame, Cal., billed $410,000 in 1959, compared with $350,000 in 1958. During the year it neither lost nor gained any accounts. Media breakdown: newspapers 7%, radio 3%, business papers 70%, point of sale 20%. Alden has one office with five employes and expects 1960 volume to rise 10%.

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Good reason for the irresistible appeal of the Daily Enquirer to advertisers who want to reach the market-that-matters in the great metropolitan Cincinnati area. For they know that Solid Cincinnati reads The Enquirer. They know that this is where the area's thinkingest, spendingest people look for *their* kind of news, features, advertising. Result: You're in SOLID in Cincinnati when you're in The Enquirer. Time to call The Enquirer's Research Department for a look at the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

Allan Associates, New York, billed $235,000 in 1959, of which $15,000 represented capitalized fees. Comparable figures for 1958 were $195,000 and $10,000. The agency, which specializes in Spanish language advertising, added Gold Bond Stamp Co. during the year. It put 60% of its billings into newspapers, 25% into radio and 15% into magazines. The agency has eight employes and looks for a 20% increase in billings in 1960.

Allen, De St. Maurice & Spitz, San Francisco, billed $450,000 in 1959, of which $300,000 represented capitalized fees. Comparable figures for 1958 were $250,000 and $185,000. The agency added Fluor Products and Molalla Forest Products; no accounts were lost. Business papers got 60% of billings, newspapers 10%, farm publications 10% and magazines 5%. The agency has seven employes and expects a 25% increase in billings in 1960.

S. L. Althouse, Swarthmore, Pa., reported that its billings were down 25% in 1959 "due to a general depression in the poultry industry and imbalance in prices." This would make 1959 billings about $66,000. In 1958, it billed $88,135, including $19,634 in capitalized fees. The agency reported no account changes. More than 90% of its billings were in farm publications and the remainder in newspapers. It has one employe and expects an increase in volume in 1960.

Anderson Advertising Agency, Decatur, Ill., billed $101,020, of which $55,984 was in capitalized fees. In 1958 the agency billed $120,005, with $74,744 in capitalized fees. During the year it added Mutual Home & Savings Assn. and Gregory Ford Co. and dropped Linn & Scruggs Co. and Lyon Lumber Co., all of Decatur. It has three employes and expects a 10% rise in 1960 billings.

Andover Advertising Co., Chicago, billed $358,410 in 1959, of which $271,810 was in capitalized fees. Comparable figures for 1958 were $219,790 and $158,450. No account gains or losses were reported. Media breakdown: newspapers 40%, magazines 36%, farm publications 11%, outdoor 7%, business papers 6%. The agency has two employes.

Andrews Co., Chicago, billed $295,300 in 1959, of which $266,800 represented capitalized fees. Comparable figures in 1958 were $245,110 in total billings and $220,110 in capitalized fees. During the year, the company added Du-Bro Products. Media breakdown: newspapers 2%, magazines 3%, business papers 70%, farm publications 20%, point of sale 5%. The agency has three employes and expects 1960 volume to be about the same as 1959.

Arbogust Co., Chicago, billed $388,200 in 1959, of which $294,800 was in capitalized fees. Comparable figures in '58 were $349,732 and $265,659. During the year the agency added Bell Savings & Loan Assn. and Radio Amateur Callbook. Media breakdown: newspapers 10%, magazines 60%, business papers 5%, direct mail 25%. Arbogust has seven employes, and expects a 10% increase in volume in 1960.

Arden Advertising Associates, Passaic, billed $250,055 in 1959, of which $100,055 represented capitalized fees. During the year it lost no accounts and acquired ITT laboratories & federal division; Tecraft Equipment Crafters and ERA Dynamics. Media breakdown: newspapers 20%, magazines 30%, outdoor 5%, business papers 5%, point of sale 10%, "other" 30%. Arden has seven employes and expects 1960 volume to rise 50%.

Donald L. Arends Inc., La Grange, Ill., billed $235,360 in 1959, of which $186,760 represented capitalized fees. Comparable figures for 1958 were $49,700 and $35,440. The agency added eight accounts in 1959, lost none. Additions were Airthane-Pelron Corp., Bryant Aluminum Builders, Guarantee Finance Corp., Phillips Control Corp., Richardson Co., Star Chemical Co., Sorgel Electrical Co. and Talbert Trailers. Arends placed 88% of billings in business papers, 7% in farm publications, 4% in newspapers and 1% in radio. The agency has five employes and looks for a 125% increase in 1960.

Aron & Shore Advertising, Philadelphia, billed $252,560 in 1959, of which $127,560 represented capitalized fees. Media breakdown: newspapers 77%, magazines 5%, radio 10%, outdoor 3%, business papers 1%, transit advertising 2%, point of sale 2%. The agency has five employes, and expects 1960 volume to rise 50%.

Robert Aronson Associates, Boston, billed $305,284 in 1959, of which $163,622 represented capitalized fees. The agency was formed Jan. 1, 1959. It reported no account losses. Billings breakdown: newspapers 20%, magazines 58%, radio 5%, television 5%, business papers 10%, farm publications 2%. Aronson employs five persons and estimates a 20% rise in volume in 1960.

Atlantic Industrial Publications, Oaklyn, N. J., billed $463,850 in 1959, of which $421,500 was in capitalized fees. Comparable figures for '58 were $217,250 and $198,000. It reported no account changes during the year. Media breakdown: newspapers 1%, business papers 10%, point of sale 5%. The agency has five employes in one office, and expects a 20% increase in volume in 1960.

Jere Bayard Advertising, Los Angeles, billed $343,100 in 1959, of which $45,100 represented capitalized fees. Comparable figures for 1958 were $299,600 and $38,600. The agency added W. J. Schminke and Charmfit of Hollywood; no accounts were lost. It puts 55% of billings into magazines, 22% into television, 11% into business papers, 5% into newspapers and 7% into "other" media. The agency has five employes and expects a 15% increase in volume in 1960.

Fred R. Becker Advertising Agency, Louisville, billed $392,735 in 1959, of which $5,496 was in capitalized fees. In 1958, comparable figures were $349,668 and $10,905. Becker added Furniture Showrooms of America. Media breakdown: newspapers 32.6%, magazines 7%, radio 9.8%, tele-

says **HOWARD SWINK**
President
Howard Swink Advertising Agency, Inc.

"Look at the index of any issue of Industrial Marketing. No matter who you are—industrial advertiser or agencyman—you'll find one or more articles of specific interest to you, one or more articles that will make you say: 'This will help solve our problem,' or 'This gives me a great idea,' or 'This is for me.' Few publications do this, but Industrial Marketing does."

Mr. Swink has an enviable record of more than thirty-five years as an advertising agency executive. Before opening his own shop in Marion, Ohio, in 1937, he had been a vice-president of The Jay H. Maish Company (also of Marion) for thirteen years. He now directs an organization of forty people and also heads his agency's plans board. The Swink agency had media billings of more than $1,000,000 in 1959, almost 90 per cent of which was spent in the business press. Among the firm's important industrial clients are Towmotor Corp., Marsh Wall Products, Inc. and Hinde & Dauch Division of West Virginia Pulp and Paper Co.

PREFERRED READING

says **E. L. SATOLA**
Advertising Manager
Nordberg Manufacturing Co.

"I consider Industrial Marketing the most authoritative and most helpful advertising publication for the industrial advertising man. It is read from cover to cover not only by me, but by others in our department. In fact, each issue is saved—some for as long as a year—and used for reference."

Mr. Satola's engineering studies at Fenn College in Cleveland were interrupted by his World War II service in the Air Corps. When he returned to civilian life, he switched to business administration, earning a B.B.A. degree with a major in advertising and marketing. Both aspects of his academic training have been valuable, as Mr. Satola's business career has led him to firms whose products and/or services "offered an engineering as well as an advertising and marketing challenge." Nordberg Manufacturing Co., which Mr. Satola serves as advertising manager, makes diesel engines, compressors, hoists, marine engines and other machinery. This Milwaukee concern allocates about $200,000 for space in business publications annually.

vision 24.3%, outdoor 5%, business papers 7.3%, farm publications 6%, and transit advertising 8%. Eight persons are employed by the agency, which expects a 10% business increase this year.

Louis Benito Advertising, Tampa, Fla., billed $855,816 in 1959, of which $359,552 was in capitalized fees. Comparable figures for 1958 were $764,122 and $312,028. During the year it added Action Laboratories, Burger King, McKesson-Robbins and Radio Station WALT. Media breakdown: newspapers 22%, magazines 2%, supplements 2%, radio 14%, tv 26%, outdoor 26%, business papers 5%, farm publications 1%, transit advertising 1%, point of sale 1%. The agency has ten employes in one office, and expects a 10% increase in volume in 1960.

Bentley, Barnes & Lynn, Chicago, billed $192,248 in 1959, of which $57,248 represented capitalized fees. In 1958, total billings were $113,421, including $36,421 in capitalized fees. Newspapers made up 65% of commissionable billings, radio 10%, tv 10%, business publications 5%, outdoor 5%, transit 1%, and "other" 4%. The agency has four employes and forecasts a 25% rise in volume in 1960.

Berghoff Associates, Los Angeles, billed $360,000 in 1959, of which $150,000 was in capitalized fees. Comparable figures in '58 were $258,000 and $100,000. During the year the agency added Baby Line Furniture Mfg. Corp., Los Angeles; Alladin Plastics Inc., Gardena, Cal., and Stanley Chevrolet, Norwalk, Cal. It has ten employes in one office, and expects a 50% increase in volume in 1960.

Lee S. Biespiel Advertising Agency, St. Joseph, Mich., billed $242,500 in 1959, including $38,500 in capitalized fees, as against 1958 billing of $208,000, of which $27,000 were in capitalized fees. The agency reported no change in its account list during the year. Media breakdown: newspapers 15%, magazines 15%, business papers 60%, point of sale 10%. The agency employs 22 people in two offices (one in Chicago) and expects 1960 volume to rise 10%.

Black, Little & Co., Newark, N. J., billed $500,000 in 1959, none of which represented capitalized fees. In 1958, total billings were $133,350, with $33,350 representing fees. The agency added Hospital Service Plan of New Jersey, Oil Heat Council of New Jersey, and Golden Valley Labs. Media breakdown: newspapers 20%, magazines 5%, outdoor 5%, business papers 50%, transit advertising 5%, point of sale 15%. The agency employs eight persons and looks to a 40% volume rise in 1960.

H. George Bloch Inc., St. Louis and Clayton, Mo., billed $746,010 in 1959, of which $60,428 represented capitalized fees. Comparable figures in 1958 were $759,740 and $107,136. The agency has 18 employes and expects 1960 volume to be about the same as in '59.

Bonfield Associates, Oakland, Cal., billed $715,000 in 1959, of which $461,000 was in capitalized fees, compared with $462,422 and $310,782 respectively, in 1958. The agency added Precision Instrument, Alfred Electronics and Scientific-Atlanta Inc. during the year. Billings are 100% in business publications. There are ten employes in one office, and the agency sees volume up 50% in 1960.

Phil Bradley Advertising, Minneapolis, reported $60,000 in billings in 1959, no change from billings in 1958. The agency reported no additions or losses to its client list. Media breakdown: newspapers 40%, radio 15%, television 15%, business papers 30%. The agency employs three persons in one office and expects no change in 1960 volume.

Arthur Braitsch Advertising, Providence, R. I., had total billings of $121,681 in 1959, of which $28,681 represented capitalized fees. In 1958, the total billing was $154,000, with capitalized fees accounting for $26,000 of that figure. Braitsch added Cranston Ford Sales and lost Seekonk Drive-In Theatres. The agency has three employes and forecasts a 20% gain in volume in 1960.

Warren K. Bredlow Advertising Agency, Dallas, billed $692,338 in 1959, of which $566,950 was in capitalized fees. In 1958, billings were $520,455, including $466,900 in capitalized fees. Media breakdown: business papers 39%; supplements 29%, radio 11%, point of sale 9%, magazines 8%, newspapers 2%, outdoor 2%. The agency has four employes, and expects 1960 business to rise 10%.

R. C. Breth Inc., Green Bay, Wis., billed $292,105 in 1959, of which $8,894 was in capitalized fees. Comparable figures in '58 were $287,269 and $8,004. During the year the agency added Action Displays Inc., Holt Instrument Laboratory, Michiana Products Co. and Wisconsin Tissue Mills. It lost C. & W. Sales & Mfg. Co. Media breakdown: newspapers 12.5%, magazines 11%, radio 4%, tv 7%, business papers 45.5%, farm publications 18%, point of

says **ROBERT A. LYONS**
Advertising and Sales Promotion Manager
The Garlock Packing Company

"Industrial Marketing receives my first place vote as being most valuable to me in my work. I find a wealth of usable information in IM and have developed quite a clip file of important articles for future reference. In addition, I often flag special articles for other members of our marketing division."

Notwithstanding a decade of consumer advertising experience, Mr. Lyons cast his lot with the industrial field by assuming the post of advertising and sales promotion manager of The Garlock Packing Company in 1956. An alumnus of the Rochester Institute of Technology, he went to work for General Motors (at Rochester, N. Y.) shortly before World War II and returned to GM in the advertising department in 1946, after four years of army service. Mr. Lyons directs an advertising program at Garlock which includes the purchase of space in business publications covering such industries as metalworking, machinery, chemical, petroleum, transportation, food, paper, electrical, railroad and marine. Headquartered at Palmyra, N. Y., Garlock manufactures packings, gaskets and seals of all types.

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sale 2%. Breth has three employes and expects a 10% increase in volume in 1960.

Bridges-Sharp & Associates, Dayton, billed $461,328 in 1959, of which $102,467 represented capitalized fees. In 1958, comparable figures were $454,328 and $54,443. The agency added Fame Inc. (membership department stores in Cleveland, Columbus and Dayton); Liberal Markets, Brookside Construction Co.; E-Z Products Co. It lost Parkmoor Restaurants in May. Media breakdown: newspapers 25%, magazines 4%, radio 30%, television 24%, outdoor 4%, business papers 1%, transit advertising 2%, point of sale 10%. The agency has six employes and sees 1960 up 10%.

Brian E. Brown Advertising, Toronto, started business in January, 1959, and reported billings at $100,000. The agency added two accounts in October; Ardelt Industries of Canada and Cweco Industries, and reported no lost business. Most billings were in business papers. Brown employs three persons in one office and expects a 100% rise in 1960 volume.

Earle Palmer Brown & Associates, Washington, billed $797,298 in 1959, of which $769,723 represented capitalized fees. Billings in 1958 totaled $295,790, including $286,190 in capitalized fees. The agency added three accounts—Lefcourt Realty Corp., National Home Study Council and Royal Palm Beach—while losing none. Billings breakdown: newspapers 76%, radio 5%, television 10%, outdoor 3%, "other" 11%. The agency employs 11 people in two offices and expects a 25% increase in ad volume.

Brown, Friedman & Co., New Orleans, an agency formed on March 9, 1959, billed $76,672 in 1959, of which $7,420 represented capitalized fees. Television took 60% of billings, newspapers 15%, magazines 12%, radio 8%, outdoor 2%, business papers 1% and other 2%. The agency has four employes in two offices and predicts a 150% volume increase for 1960.

J. Gerald Brown Advertising Inc., Hempstead, N. Y., billed $755,260 in 1959, of which $338,600 was in capitalized fees. Comparable figures for 1958 were $542,940 and $210,100. During the year it added Arche Plastics, National Coke, Allied Homeowners Assn. and Miracle Cosmetics. Media breakdown: newspapers 10% to 12%, magazines 7% to 10%, radio 12% to 15%, outdoor 3%, business papers 7% to 10%, farm publications 3%, transit advertising 6%, point of sale 16%, direct mail 15%. The agency has 12 employes in 3 offices and expects a 25% rise in volume in 1960.

M. B. Brucker Co., New York, billed $164,000 in 1959, including $80,000 in capitalized fees. In 1958, the agency billed $137,700, including $66,700 in fees. It added Ward LaFrance Truck Corp., National Cargo Equipment Corp. and Manville Boiler Co. last year. It lost Golden Crest Records and Mister Donut Sales Corp. Media breakdown: newspapers 20%, magazines 20%, business papers 50%, point of sale 2%, direct mail 8%. Brucker employes two persons and expects a gain of 50% in volume this year.

Buss, Bear & Associates, Los Angeles, billed $662,770 in 1959, compared with $530,000 in 1958. Fees account for less than 1½% of billings. Magazines took 48% of billings, newspapers 28%, radio 11%, business papers 10% and television 3%. The agency has eight employes and expects volume to be up 33% in 1960.

Kenneth B. Butler & Associates, Mendota, Ill., billed $723,054 in 1959, of which $233,710 represented capitalized fees. In 1958, total billings were $622,947, including $161,000 in fees. It added Spartan Tool Co. in August and Carus Chemical Co. in October and lost Yates-American Machine Co. in March. Media breakdown: newspapers 5%, magazines 24%, outdoor 1%, business papers 43%, farm publications 16%, point of sale 3%, literature and direct mail 8%. Butler employs 13 persons and forecasts a 10% gain in volume in 1960.

Buxton Advertising Agency, Pasadena, billed $817,564 in 1959, of which $669,290 represented capitalized fees. Billings in 1958 totaled $524,918, of which $208,104 was in capitalized fees. The agency added one account, Cornet 5-10-25 Cent Stores, while dropping one, Chemtrol. Billings breakdown: newspapers 37%, magazines 20%, radio 1%, television 10%, outdoor 12%, business papers 15%, direct mail 5%. The agency employs 13 persons and expects a 25% increase in 1960 volume.

Mark Byron Inc., Westport, Conn., billed $435,000 in 1959, of which $30,000 was in capitalized fees. Comparabe figures for '58 were $250,000 and $20,000. In 1959 the agency added Strum, Ruger Co., Southport, Conn. Media breakdown: newspapers 25%, magazines 45%, radio 5%, business papers 15%, point of sale 5%, literature 5%. Byron has five employes in one office, and expects its 1960 volume to be up 20%.

Byrum Advertising Agency, Denver, billed $106,777 in 1959, of which $20,677 was in capitalized fees. Comparable figures for 1958 were $107,845 and $23,345. It reported no accounts lost or gained. Billings were broken down as follows: newspapers 5%, magazines 2%, radio 15%, business papers 2%, farm publications 72%, point of sale 1%, direct mail 2%. The agency has one employe and expects 1960 to parallel 1959.

Carlson Advertising Co., Chicago, billed $205,400 in 1959, of which $133,400 was in capitalized fees. No billings were reported the previous year. During 1959, the agency added Braun & Aldridge and lost none. Billings breakdown: newspapers 60%, radio 10% and business papers 30%. Carlson has eight employes and looks for a 50% increase in business volume in '60.

Carpenter Advertising Co., Cleveland, billed $500,000 in 1959. No account gains or losses were reported. Media breakdown was: business papers 30%, newspapers 20%, farm publications 20%, magazines 15%, radio 15%, outdoor 5%, and television 5%. It has 12 employes in one office, and expects billings to be up 20% in 1960.

Champlain Advertising Co., New York, billed $460,018 in 1959, up from $386,181 in 1958. Foreign language newspapers got 65% of the billings, radio 20%, magazines 10%, television 5%. The agency has ten employes in two offices and expects a 15% rise in 1960 volume.

Chesapeake Advertising, Norfolk, billed $75,000 in 1959, up from $25,000 in 1958. It reports no account changes. Media breakdown: newspapers 5%, radio 35%, television 15%, outdoor 5%, business papers 10%, farm publications 30%. The agency has six employes, and foresees 1960 volume up 75%.

Adrian E. Clark Jr., Westbury, N. Y., billed $96,577 in 1959, of which $42,076 was in capitalized fees. Comparable figures for 1958 were $63,021 and $23,055. Clark reported no account gains or losses. Media breakdown: magazines 95% and newspapers 5%. The agency has three employes, and expects business to be about the same this year as in 1959.

Columbia Advertising Inc., Battle Creek, Mich., billed $597,000, including $527,000 in capitalized fees, in 1959. The 1958 total was $456,000, including $400,000 in fees. The agency added Television Corp. of Michigan (WILX-TV) in 1959 while losing no business. Columbia put 95% of its billings into business papers and 5% into outdoor. The agency employs five persons. It expects 1960 volume to advance 10%.

Consolidated Advertising Agency, Toronto, billed $300,000, of which $200,000 represented capitalized fees. In 1958, total billing was $145,000, of which capitalized fees accounted for $100,000. The agency added Pure Spring, Pasquale Bros., and National Rubber Co. Media breakdown: newspapers 5%, outdoor 5%, point of sale 30%, magazines 5%, business publications 15%, radio 5%, direct mail and fees 35%. Consolidated has eight employes and forecasts a 150% gain in volume in 1960.

Allan Copeland & Garnitz, Chicago, billed $650,000 in 1959, of which $300,000 represented capitalized fees. Comparable figures in 1958 were $500,000 and $200,000. During the year, the agency gained Chicago Apparatus Co., Midland Finance Co., and Fairyfoot; it lost National Press. Billings breakdown: newspapers 20%, magazines 20%, supplements 10%, business papers 30%, farm publications 20%. It has six employes and expects 1960 volume to rise 25%.

Creative Advertising Agency, Grand Rapids, Mich., billed $776,710 in 1959, of which $753,710 was capitalized fees. Comparable figures in '58 were $454,220 and $440,220. During the year the agency added Paul-Reed Inc., American Safety Gun Case Co. and Khoury Bros. Media breakdown: newspapers 2%, magazines 30%, tv 28%, business papers 40%. The agency has 12 employes, and expects 1960 volume to be up 30%.

Cruttenden Advertising, Chicago, billed $843,700 in 1959, of which $197,600 represented capitalized fees. Comparable figures last year were $872,400 and $165,200. During the year, the agency added Arvey Corp., Edron Inc. and Maxant Button & Supply Co. Media breakdown: newspapers 25%, magazines 18%, supplements 5%, radio 4%, business papers 27%, collateral 21%. Cruttenden has nine employes and expects 1960 volume to be up 15%.

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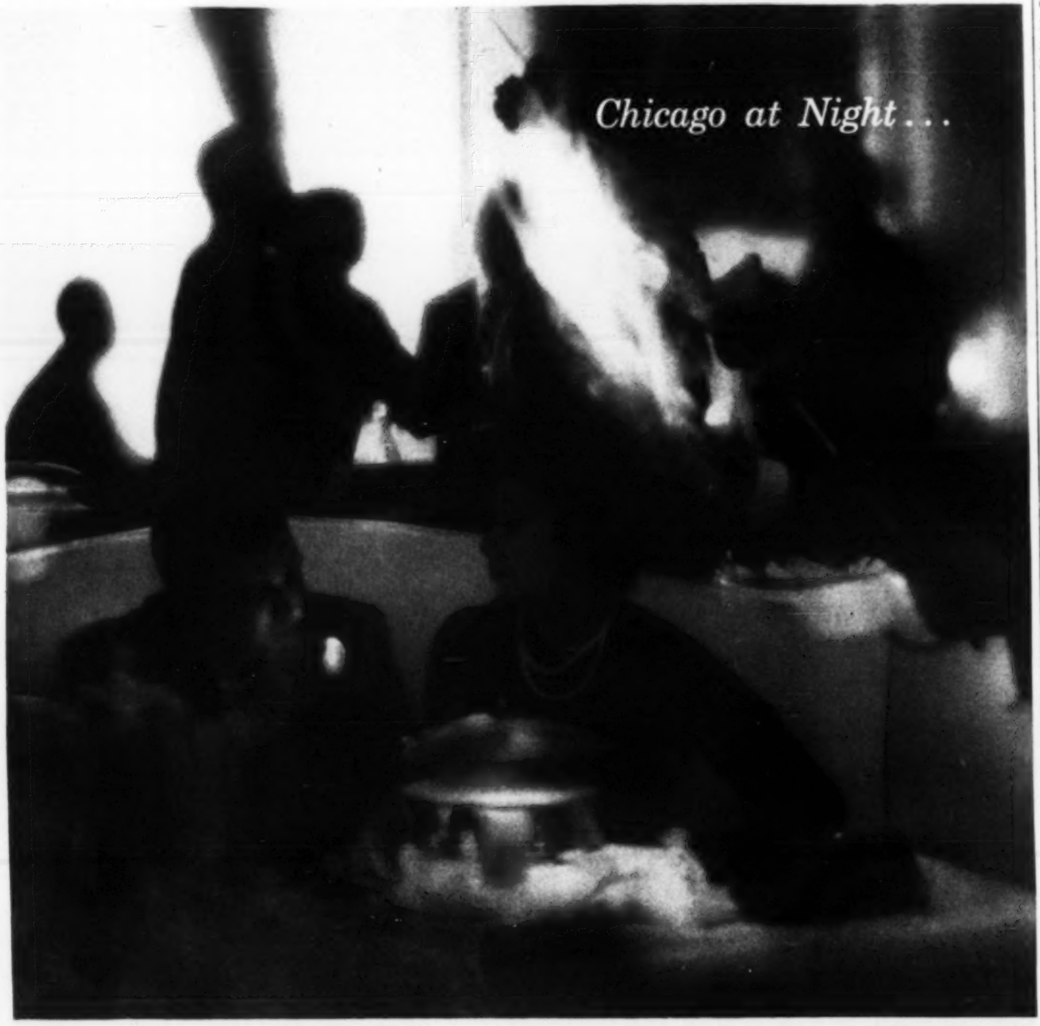
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Recently, Remington Rand—for the first time in its history—scheduled a dealer-listing typewriter advertisement in a national magazine. The magazine selected: Look.

"We expected 1,000 dealers to request a listing," reports Ad Manager Most, "but we underestimated Look's influence on retailers. Over *3,000* signed up. We had to change our layout to accommodate them all." The ad, featuring portable typewriters, ran in Look's Nov. 24, 1959, issue . . . and Look's readers responded. Mr. Most notes, "This was the biggest, most successful promotion—in terms of store traffic produced—that we ever experienced."

Remington Rand chose Look because "it offered us the prestige and power of a big *national* magazine, plus the split-run flexibility we needed for different dealer listings in 12 sections of the country."

What about 1960? "*Look Magazine*," says Mr. Most, "*will definitely be a solid part of our consumer media planning.*"

In the past five years, Look has gained more circulation, more advertising revenue *and* more advertising pages than any other magazine in its field. One reason for this unmatched growth is Look's outstanding record in producing sales results. For **LOOK means sales.**

Leonard Davis Advertising, Worcester, Mass., billed $196,432, including $113,129 in capitalized fees in 1959. Its total in 1958 was $163,000, including $90,000 in fees. The agency added Fortin's Supermarket, Orange Crush Bottling, Brown's Laundry and Master Home Builders of Worcester County in 1959. No accounts were lost. Media breakdown: newspapers 25%, magazines 5%, radio 50%, outdoor 5%, business papers 2%, transit advertising 5%, point of sale 3%. Davis employs five persons in one office and expects a 10% increase in volume this year.

Wesley Day & Co., Des Moines, billed $915,000 in 1959, of which $386,000 was in capitalized fees. In 1958, billings were $782,000, with $353,000 capitalized.

The agency added Supersweet Feeds division of International Milling Co. in January and the outdoor advertising company, Stoner-McCrary in May. It lost General Expressways Inc. in April.

Media breakdown: radio 25%, newspapers 15%, television 15%, magazines 10%, business papers 10%, direct mail 10%, point of sale 7%, farm publications 5%, outdoor 3%. The agency has 11 employes and expects 1960 volume to be about the same.

Direct Advertising Co., Montreal, billed $350,000 in 1959, of which $300,000 represented capitalized fees. Media breakdown: newspapers 5%, magazines 8%, radio 2%, farm publications 5%, direct mail 80%. The agency has six employes and expects 1960 volume to be up 20%.

Douglas Advertising Agency, Rapid City, S. D., billed $254,971 in 1959, of which $87,150 was in capitalized fees. Comparable figures for 1958 were $202,836 and $12,608. It added Columbia Paint Co., Barber Transportation Co., Stockman Life Insurance Co., Thompson Dairy Co., Du-Al Mfg. Co. and Black Hills Packing Co. Douglas resigned South Dakota IDEA (industrial development expansion agency) in August. Media breakdown: television 46%, newspapers 24%, radio 9%, farm publications 6%, magazines 4%, outdoor 4%, business papers 3%, direct mail 3%, point of sale 1%. The agency has five employes, and expects business to rise 20%.

Maynard L. Durham & Associates, Carthage, Mo., billed $121,290 in 1959 of which $34,973 represented capitalized fees. During the year it added Morrow Milling Co. and lost Leggett & Platt. It has two employes and expects 1960 volume to be about the same as '59.

Edelstein-Nelson Advertising, Chicago, billed $700,000 in 1959 of which $420,000 represented capitalized fees. In 1958 it billed $500,000. It added Ace Pecan, Active Screw Mfg., Acorn Venetian Blinds, Accurate Felt & Gasket, Clearvue Shade, Eska, Ickes Braun Greenhouse Mfg., Maher Color & Chemical and Phoenix Electric. It lost Lawrence Industries. Media breakdown: business publications 80%, magazines 20%. It has 12 employes and forecasts a "substantial" increase in volume in 1960.

Ray Ellis Advertising, Chatham, N. J., billed $485,000 in 1959, of which $135,000 was in capitalized fees. Comparable figures in '58 were $430,000 and $130,000. During the year the agency added Onyx Oil Co., Jersey City, Bzura Chemical Co., Keyport, N. J., and Electronics Development Inc., State College, Pa. Media breakdown: newspapers 2%, magazines 2%, radio 2%, business papers 85%, "other" 9%. Ellis has seven employes in one office, and expects an increase of 15% in volume in 1960.

Paul F. Etrick & Associates, Garden City, Kan., billed $23,313 in 1959, of which $15,406 represented capitalized fees. In 1958, billings totaled $7,533, of which $5,912 was in fees. It added AMAK Hybtid Sorghum-J. R. McNeill division in March and lost no accounts. Media breakdown: newspapers 2%, television 6%, farm publications 32%, "other" 60%. Etrick employs two persons and expects a 25% increase in volume in 1960.

Ettinger Advertising Agency, Cedar Rapids, Ia., billed $471,258 in 1959, of which $67,159 represented capitalized fees. Comparable figures for 1958 were $329,248 and $98,948. Media breakdown: television 71%, magazines 15%, newspapers 3%, "other" 11%. The agency has nine employes and expects a 20% billings increase in 1960.

Rex Farrall Inc., Canton, O., billed $60,593 in 1959, against $59,606 the preceding year. No account losses or gains were reported. Media breakdown: business papers 75%, newspapers 10%, radio 10%, magazines 5%. Farrall has two employes, and expects business to be about the same this year.

Felt Advertising Inc., East Orange, N. J., billed $99,000, including $89,000 in capitalized fees, in 1959. Felt did not report its 1958 billing. No accounts were gained or lost last year. The agency put 10% of its billings in newspapers and 90% into business papers. Felt employs three persons. It expects 1960 volume to be about the same as in '59.

Paul A. Fergus Co., South Bend, Ind., billed $329,351 in 1959, of which $109,201 represented capitalized fees. In 1958, it billed $256,804, of which $83,138 represented capitalized fees. It added American Launderers, Westinghouse for local promotion of an all electric home, International Products, and Tillis Mfg. Media breakdown: newspapers 11%, magazines 5%, business papers 45%, radio 19%, tv 12%, transit 8%. The agency has six employes and forecasts a 25% gain in volume in 1960.

Firestone-Goodman Advertising Agency, Minneapolis, Minn., billed $512,639 in 1959, of which $51,359 represented capitalized fees. In 1958, total billings were $454,522, including $30,682 in fees. The agency added General Electronics Control and General Magnetics in July and lost Hotel Dyckman in November. The agency placed 11% of billings in newspapers, 10% in magazines, 1% in radio, 71% in business papers and 7% in farm publications. It employs eight people and expects business to rise 10 or 15% in 1960.

Fletcher, Wessel & Enright Advertising, St. Joseph, Mo., billed $505,326 in 1959, including $208,771 in capitalized fees. This compared with 1958 billings of $423,157, of which $241,807 was in capitalized fees. During the year the agency added Stevens Hat Corp. and Trimble Hat Corp., and reported no account losses. Media breakdown: newspapers 22%, radio 20%, television 25%, outdoor 4%, business papers 20%, farm publications 4%, point of sale 2%, telephone directory ads 3%. The agency employs nine people in one office and expects 1960 volume to rise 25%.

Harold E. Flint & Associates, Fargo, N. D., billed $678,614 in 1959, of which $231,168 represented capitalized fees. Comparable figures in 1958 were $575,053 and $181,776. During the year it added Northwestern Savings & Loan and Fargo Urban Renewal Agen-

Bad Tolz, Germany—Oklahomans with the Army's 10th Special Forces Group speak to the folks at home via Bruce Palmer and KWTV.

Little Rock, Arkansas—Segregation violence brings Army to maintain order—and KWTV's Clyde Davis and Max Wolf to report details.

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Meeker, Oklahoma—KWTV newsmen follow in the wake of a tornado disaster.

Casablanca, Morocco—A crowd assembles in front of the palace of King Mohammed V to see President Eisenhower. Bruce Palmer reports.

New Delhi, India—Bruce Palmer attends the President of India's official reception for President Eisenhower.

U.S. AIR FORCE
KWTV 9

Tokyo, Japan—Palmer tours Army, Navy and Air Force Bases in Japan to report on military preparedness in the Far East.

cy; it lost Goldberg Feed & Grain. Media breakdown: newspapers 47%, radio 6%, tv 18%, business papers 2%, farm publications 16%, point of sale 9%, "other" 2%. Flint has eight employes, and expects 1960 volume to be up 25%.

Food Research & Advertising, Chicago, billed an estimated $195,000 in 1959. This is compared with an estimated $194,052 in 1958, of which $138,736 was in capitalized fees. The agency reported it added nine new accounts and lost five. It reported a shift in its operations, with greater emphasis on package designing, originating trademarks and slogans, and market and product surveys. Direct mail activities were increased.

Ken Fox Co., Toledo, billed $155,953 in 1959, including $107,480 in capitalized fees. Billings in 1958 totaled $101,223, of which $75,083 represented capitalized fees. The agency reported no account additions or losses. Media breakdown: newspapers 5%, business papers 95%. The agency employs three persons and expects a 35% gain in 1960 volume.

Ad Fried & Associates, Oakland, billed $275,000 in 1959, of which $125,000 represented capitalized fees. Billings in 1958 totaled $220,000, including $100,000 in capitalized fees. It added nine accounts during the year, including Acme Galvanizing Co., Cinama Pools Inc., Lena Horne Cosmetics and Larson's Bakeries, while resigning one, Sarafan Corp. Billings breakdown: newspapers 20%, magazines 11%, radio 12%, television 20%, outdoor 8%, business papers 15%, farm publications 1%, transit advertising 5%, point of sale 2%, "other" 6%. The agency employs seven persons and expects a 5% increase in 1960 volume.

Charles F. Fry Advertising Associates, Orlando, Fla., billed $397,685 in 1959, of which $88,877 was in capitalized fees. It added Sealy Mattress of Florida and Georgia, Kel's Variety Chain and Orlando Utilities Commission. It lost Tupperware Home Parties national advertising, but retained the telephone directory national trademark advertising plus the State of Florida advertising and public relations. Media breakdown: magazines 43%, television 15%, business papers 11%, outdoor 10%, newspapers 8%, farm publications 8%, radio 2%, point of sale 1½% and transit advertising ½%. Fry has seven employes and expects business to rise 25%.

Galvin-Farris-Allvine, Kansas City, Mo., billed $831,000, including $252,000 in capitalized fees, in 1959. Its 1958 total was $715,000, including $290,000 in fees. The agency reported no account gains or losses. Billings breakdown: newspapers 18%, magazines 4%, radio 20%, television 10%, outdoor 8%, business papers 14%, farm publications 10%, transit advertising 1%, point of sale 2%, direct mail, brochures, etc., 13%. Galvin employes 12 persons in two offices. The agency expects a 10% advance in 1960 volume.

Gapstur Advertising, Ashland, O., billed $406,000 in 1959, of which $257,810 represented capitalized fees. In 1958, it billed $157,861.39, of which $100,241.98 represented capitalized fees. Point of sale made up 63½% of commissionable billing, followed by farm publications 18%, business publications 13%, magazines 5½%. Gapstur has nine employes and forecasts a 5% gain in volume in 1960.

Gardiner Advertising Agency, Salt Lake City, billed $272,092 in 1959, of which $78,166 represented capitalized fees. Billings in 1958 totaled $222,838, including $58,315 in capitalized fees. The agency added two accounts during the year: Bruce Transfer & Storage and Western Supply Co. Media breakdown: newspapers 11.5%, magazines 11%, radio 25%, television 27%, outdoor 4.5%, "other" 14%. The agency employs four persons and expects a 15% in 1960 volume.

General Advertising Agency, Hollywood, Cal., billed a total of $627,598 in 1959, of which $42,066 represented capitalized fees and $69,832.47 represented production charges. In 1958, the agency billed $650,000. Media breakdown: newspapers 35%, outdoor 5%, magazines 20%, business papers 25%, radio 2%, tv 8%, farm publications 5%. The agency has ten employes and forecasts a 5% gain in volume in 1960.

Gibbons Advertising Agency, Pittsburgh, billed $192,000 in 1959, of which $72,000 was in capitalized fees. No comparable figures for 1958 are available. During the year the agency added Houston-Starr Co. and Mallet Zend Co. Media breakdown: newspapers 20%, radio 25%, tv 2%, outdoor 5%, business papers 20%, point of sale 8%, "other" 22%. The agency has four employes in one office, and expects a 25% gain in volume in 1960.

Al Giesecke Advertising, San Francisco, billed $57,000 in 1959, of which $40,000 was in capitalized fees. Comparable figures in '58 were $50,000 and $35,000. It reported no account changes in '59. Media breakdown: newspapers 10%, business papers 35%, farm publications 5%, point of sale 50%. Giesecke has one office and no employes, and expects a 10% increase in volume in 1960.

Gillis, Hundemer & Fetty, Baton Rouge, La., billed $553,900 in 1959, compared with $105,300 in 1958. It has 12 employes and forecasts a 50% gain in volume in 1960.

Goodis, Goldberg, Dair, Toronto, billed $638,500 in 1959, of which $354,000 was in capitalized fees. Comparable figures in 1958 were $585,600 and $338,200. During the year the agency added Bell & Howell Canada, Liquiflame Oils and Kawneer Co. of Canada. Media breakdown: newspapers 37%, magazines 34%, tv 7%, outdoor 4%, business papers 16%, transit advertising 2%. The agency has 14 employes in three offices, and expects a 50% increase in volume in 1960.

Gorchov Advertising, Miami Beach, Fla., billed $473,523 in 1959, all of which was in commissionable space. Its 1958 billings were $433,908. In '59 the agency added Ivanhoe Hotel, Bal Harbour and Sahara Motel, Miami Beach, Fla. Media breakdown: newspapers 90%, magazines 3%, outdoor 2%, "other" 5%. Gorchov has four employes in one office, and expects 1960 volume to be up 15%.

Gottschaldt & Associates, Coral Gables, Fla., billed $835,140 in 1959, of which $609,360 was in capitalized fees. Comparable figures in '58 were $795,378 and $586,960. Media breakdown: newspapers 30%, business papers 29%, radio and tv 10%, outdoor 22%, transit advertising 1%, "other" 8%. The agency has ten employes in one office, and expects a 10% volume hike in 1960.

Gramercy Advertising, New York, billed $350,000 in 1959 of which $245,000 represented capitalized fees. Comparable figures in 1958 were $227,000 and $165,000. During the year the agency added Abelson's Jewelry Stores, Striker Boats, Scot Foto and sales promotion assignments for Remington Shavers. Gramercy served as interim agency for Watchmakers of Switzerland and lost no accounts. Media breakdown: newspapers 15%, magazines 10%, radio 15%, business papers 10%, point of sale 10%, "other" 40%. The agency has eight employes and expects 1960 volume to rise 25%.

M. L. Grant Inc., New York, billed $950,000 in 1959, up from $675,000 in 1958. It reported no change in the account list. Media breakdown: Newspapers 40%, magazines 30%, television 10%, business papers 15%, transit 5%. The agency has 11 employes, and forecasts a 25% gain in volume in 1960.

Ted Gravenson Inc., New York, billed $723,720 in 1959, of which $211,720 represented capitalized fees. Comparable figures for 1958 were $513,450 and $123,665. The agency added six accounts and lost none. Additions were Accessocraft Products, Modern Plastic Machinery Corp., National Semiconductor Corp., Celeste Frocks, J. B. Nottingham & Co. and Electronic Controls. The agency placed 75% of its billings in business papers, 21% in magazines and 4% in newspapers. It has 11 employes and expects a volume gain of 33% in 1960.

Grimm & Craigle, Chicago, billed $861,720 in 1959, of which $121,060 was in capitalized fees. In 1958, total billings were $634,382, with $58,696 in capitalized fees. It added C. O. Dicks Co., Diebel Die & Mfg. Co., Easy Lite Mfg. Co., Energy Kontrols, and John Sterling Corp. No account losses were reported. Media breakdown: business papers 80%, newspapers 5%, magazines 5%, radio 5%, television 5%. The agency has 16 employes in one office, and expects billings to be up 15% in 1960.

Art Gruber Associates, Minneapolis, billed $489,070 in 1959, compared with 1958 billings of $451,000. Media breakdown: newspapers 8%, magazines 8%, television 60%, outdoor 5%, business papers 12%, point of sale 2%. The agency employs nine persons and expects no change in 1960 volume.

Hall & Thompson, Oklahoma City, billed $519,161 in 1959, of which $165,591 represented capitalized fees. Comparable figures for 1958 were $511,745 and $144,229. The agency added the Beacon Club, Lindsay Mfg. & Distributing Co. and Oklahoma Gasoline Retailers Assn. Media breakdown: newspapers 30%, television 25%, radio 20%, magazines 15%, out-

Chicago, Illinois— Coverage of Oklahoma's delegation to the Democratic Convention is complete with film by KWTV News.

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During the past four years, KWTV News Director Bruce Palmer travelled 65,000 miles in four trips to the Middle East, Far East, Europe and South Asia for on-the-scene film reports to KWTV's 54-County Community.

To round out its newsgathering facilities, KWTV utilizes:

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This complete news coverage is an example of the exceptional services responsible for viewer loyalty in the KWTV Community.

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If so, don't bother to read this advertisement. If not, we suggest it is worth your while to contact Switzerland's largest advertising organisation. Besides a fully-staffed and experienced advertising department, capable of dealing with any or all of your creative or promotional problems, Publicitas has branch offices in all major Swiss towns and offers you its facilities at strictly competitive rates.
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Publicitas for Progress

door 5%, business papers 3%, transit advertising 1%, point of sale 1%. The agency has six employes and expects a 10% volume increase in 1960.

Howard A. Harkavy Inc., New York, billed $790,000 in 1959, of which $500,000 was in capitalized fees. Comparable figures in '58 were $643,333 and $333,333. During the year, the agency lost Davis Engineering Corp. and added *Contractors & Engineers* and *Overview*, two Buttenheim publications. Billings are 100% in business papers. The agency has 12 employes in one office, and expects a 20% volume rise in 1960.

Harper Co., St. Paul, Minn., billed $101,000 in 1959, compared with $118,502 in 1958. There were no important account changes. The agency has three employes and sees 1960 about the same as 1959.

Harris & Weinstein Associates, Atlanta, billed $725,407 in 1959, of which $229,243 represented capitalized fees. Comparable figures for 1958 were $489,033 and $162,966. The agency added Filler Products, Cleveland Chair, Jackson Mfg. and Ga. Shoe Mfg. Billings broke down like this: magazines 45%, television 16%, newspapers 15%, business papers 11%, telephone directories 6%, outdoor 5% and radio 2%. The agency has 10 employes and looks for a 15% billings gain this year.

Saul Haupt Advertising, New York, billed $8,400 in 1959, up from $5,000 in 1958. The agency reports no changes in its account list, and has 100% of its billing in magazines. It has one employe.

Headen, Horrell & Wentsel, Chicago, billed $910,000 in 1959, of which $30,000 represented capitalized fees. The agency, which was founded in June, 1958, billed $850,000 that year. During 1959 it acquired three accounts: Chicago Heights Steel, McGarry Nut and Certified Proteins Corp. Media breakdown: newspapers 10%, magazines 3%, radio 2%, tv 3%, business papers 50%, farm publications 2%, point of sale 5%, "other" 25%. The agency has eight employes and expects 1960 volume to rise 5 or 10%.

Hemsing Advertising, Detroit, billed $108,121 in 1959 of which $35,573 represented capitalized fees. Comparable figures in 1958 were $86,260 and $20,355. During the year Hemsing added Double A Products Co. and L & L Manufacturing Co. Media breakdown: business papers 99%, farm publications 1%. The agency has four employes and expects 1960 volume to rise 10%.

Ralph Hobbs Advertising, Minneapolis, billed $439,010 in 1959, of which $20,010 represented capitalized fees. Comparable figures in 1958 were $414,010 and $20,010. During the year Hobbs neither lost nor gained an account. Media breakdown: newspapers 20%, radio 5%, tv 30%, farm publications 40%, printed materials 5%. The agency has seven employes and expects 1960 volume to rise 10%.

E. T. Holmgren Inc., St. Paul, Minn., billed $588,500 in 1959, of which $259,000 represented capitalized fees. In 1958, total billings were $538,200. It reported no account changes. Media breakdown: newspapers 8%, magazines 12%, radio 3%, television 15%, business papers 50%, farm publications 10%, point of sale 2%. The agency employs 11 people and expects a 10% rise in volume in 1960.

Shelton R. Houx Advertising, Des Moines, billed $143,139 in 1959, of which $22,992 was in capitalized fees. This is a new agency. Media breakdown: business papers 34.2%, newspapers 26.5%, radio 17.2%, outdoor 10%, television 9.3%, transit advertising 1.8%, "other" 1%. The agency has three employes and expects business to be up 15% in 1960.

Howard-Edinberg Associates, Worcester, Mass., billed $28,834 in 1959, of which $14,328 was in capitalized fees. No comparable figures for '58 are available. During the year the agency added Curtis Inc., Worcester, and Goodell Co., Antrim, N. H., and lost Lodding Inc., and Newton Hydraulic Tooling Co., Auburn, Mass. Media breakdown: newspapers 10%, magazines 38%, point of sale 50%. The agency has three employes and expects 1960 volume to rise 25%.

Lloyd S. Howard Associates, New York, billed $785,000 in 1959, of which $144,800 was in capitalized fees. Comparable figures in '58 were $754,800 and $158,200. During the year the agency added Pace Designs Inc., furniture manufacturer; Valmor, a retail chain; and Geringer & Sons Mfg. Co., maker of lighting fixtures. Media breakdown: newspapers 30%, magazines 12%, radio 6%, tv 5%, business papers 42%, transit advertising 2%, point of sale 3%. The agency has eight employes, and expects its 1960 volume to be up 10%.

International Advertising Co., Denver, billed $141,000 in 1959, including $76,000 in capitalized fees. No comparable figures are available for 1958. The agency said its 1959 total represents only income derived from media and public relations. The agency added Las Mendozas Inc. and Williams & Associates, and resigned "three minor regional accounts." Media breakdown: about 75% in business papers and 25% in direct mail. The agency employs seven persons in one office and expects a 20% rise in 1960 volume.

William E. Jary Co., Fort Worth, Tex., billed $266,324 in 1959, of which $105,918 was in capitalized fees. In 1958, the total was $238,365, including $96,677 in capitalized fees. The agency added Service Life Insurance Co. and Pier 66 Motor Hotel, and reported no account losses. Media breakdown: newspapers 20%, magazines 45%, radio 5%, farm publications 30%. The agency employs eight persons in one office and expects a 10% increase in 1960 volume.

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for billings figures and other data about the nation's advertising agencies. The usual features will be back in their regular places next week.

Jonethis-Larson Advertising, Jamestown, N. Y., billed $458,385 in 1959, of which $1,000 was in foreign billings and $436,885 represented capitalized fees. Comparable figures in 1958 were $83,500 in total billings, $700 in foreign billings, and $69,500 in fees. During the year, the agency added Chautauqua Hardware Corp., Interlectric Corp. and Crawford Furniture Mfg. Co. Media breakdown: newspapers 4%, magazines 2%, supplements 1%, radio 1%, outdoor 3%, business papers 89%. The agency has eight employes and expects 1960 volume to be up 10%.

Herbert Joseph Co., New York, billed $111,000 in 1959, up from $65,000 in 1958. No account changes are reported. Media breakdown: newspapers 25%, magazines 60%, point of sale 15%. The agency has four employes, and estimates 1960 volume will be up 25%.

Judd Advertising Co., St. Louis, billed $444,000 in 1959, including $5,000 in capitalized fees. It reported no figure for 1958. No accounts were gained or lost last year. Judd employs seven persons.

Joseph Katz Co. of Baltimore, Baltimore, Md., reported billings of $858,560 in 1959, of which $453,560 was in capitalized fees. In 1958, billings were at $8,150,000, with $1,700,000 in capitalized fees. The large decrease in billings was due to the split between the Baltimore and New York offices of the agency after the death of the chairman, Joseph Katz, with most of the accounts going to the New York office.

In February, 1959, Stanley E. Blumberg, Harry Kullen and Gertrude Myers became equal principals of the Baltimore office. Mr. Blumberg, formerly vp and general manager, became president of the Baltimore agency. Mr. Kullen, who is president of Joseph Katz Co. in New York, became vp in Baltimore. Gertrude Myers, who had been administrative assistant to the late Mr. Katz, became secretary-treasurer.

During 1959, the Baltimore agency added Maryland Cup Co., Fish Dry Cleaning & Laundry Co., Gomprecht & Benesch, F & F Fuel Control and P & R Service & Supply Co.; it lost Maryland Broadcasting Co. Media breakdown: newspapers 27%, magazines 20%, radio 15%, television 8%, outdoor 5%, business papers 25%. The Baltimore company has 14 employes and expects a 10% business upturn in '60.

Gerald Keller Co., New York, billed $125,000 in 1959, of which $83,750 was in capitalized fees. '58 billings were $107,500 of whi $67,510 was in capitalized fe During the year the agency add Clinton Cottons Inc., Dublife-C lure and Ruland & Benjami Media breakdown: newspape 20%, magazines 10%, busine papers 13%, "other" 67%. Kell has five employes, and expects a increase of 12% in volume i 1960.

Kennedy-Hannaford, Oaklan Cal., billed $415,400 in 1959, which $143,400 was in capitalize fees. In 1958 comparable figure were $240,280 and $87,377. Th agency added Lake Royal Apar ments, Tinsley Laboratories an Hotel Claremont. Media breakdown: newspapers 30%, magazin 10%, radio 10%, tv 5%, outdoo 4%, business papers 20%, transi advertising 1%, point of sale 2% "other" 18%. The agency has eigh employes in two offices, and expects a 30% rise in volume i 1960.

C. F. Kern Advertising Agency Philadelphia, billed $79,237 i 1959, compared with $72,777 i 1958. The agency lost one accoun —Raynor Bros., Salisbury, Md. puts 45% of its billings into far publications, 30% into magazine 24% into newspapers and 1% int radio. It has two employes an sees 1960 about the same as 195

Keystone Advertising, Minneapolis, reported $225,000 in billing for 1959, compared with $250,00 in 1958. The agency added Lithium Corp. Billings breakdown newspapers 10%, magazines 10% business papers 70%, "other" 10% The agency employs five perso and expects 1960 volume to ri 10%.

Albert A. Kohler Co., Ol Greenwich, Conn., billed $305,15 in 1959, of which $158,300 represented capitalized fees. Comparable figures in 1958 were $279,83 and $145,997. During the year, th agency added La Lunette de Pari and Contactisol; it dropped Rite Style Optical Co. Media breakdown: newspapers 35%, magazines 2%, radio 5%, business papers 45%, transit advertising 1% Yellow Pages 12%. The agenc has six employes, and expect 1960 volume to rise 10%.

Russell Kolburne, New York billed $341,200 in 1959, of whic $7,750 represented capitalized fee In 1958, total billings were $260,281, including capitalized fees o $6,631. Kolburne added Everyout Inc., U-Mak-It Boat Kits an Modern Books. Media breakdown newspapers 25%, point of sale 1% magazines 30%, business publ cations 40%, supplements 1%, radio 1%, tv 1%, transit 1%. Th agency has six employes and forecasts a 10% gain in volume i 1960.

Henry B. Kreer & Co., Chica billed $502,500 in 1959, of whi $200,000 was in capitalized fe This compared with 1958 billin of $215,000, including $120,000 in capitalized fees. Accounts added were Star Employment Service, Air Associates division of Electronic Communications Inc., J. W. Allen Co., Trend division of H. C. Christians Co. and Ladd Enterprises. No accounts were reported lost. Media breakdown: newspapers 10%, magazines 30%, television 5%, business papers 55%. The agency employs eight people in one office and expects a 125% rise in 1960 volume.

Kuswa-Greene & Associates, Milwaukee, billed $500,000 in 1959, of which $100,000 was in capitalized fees. No comparable figures are available for 1958. During the year the agency lost Seaman-Andwall Corp. and added Thompson Bros. Boat Mfg. Co., and Bal-

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of office, factory and apartment buildings, accurately detailed interior and exteriors.

Models for Interior Decorators and Museums. Diorama Displays for Advertising and Public Relations Promotions.

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DELIVERS MOST HOMES

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November 1959, Nielsen
Proves Unexcelled Coverage of KXLY-TV
Maximum FCC allowable power, PLUS antenna height of 6,018 feet, gives KXLY-TV the largest coverage area of any TV station in the United States!

271,920 TV Homes
located in
4 States - 43 Counties & Canada

Nielsen Firsts in Total Homes Using TV			
	KXLY	Station "A"	Station "B"
Noon to 5 PM (¼ hours)	75	0	25
6 PM to 12 M (½ hours)	46	32	13

CBS KXLY-TV 4
SPOKANE, WASHINGTON

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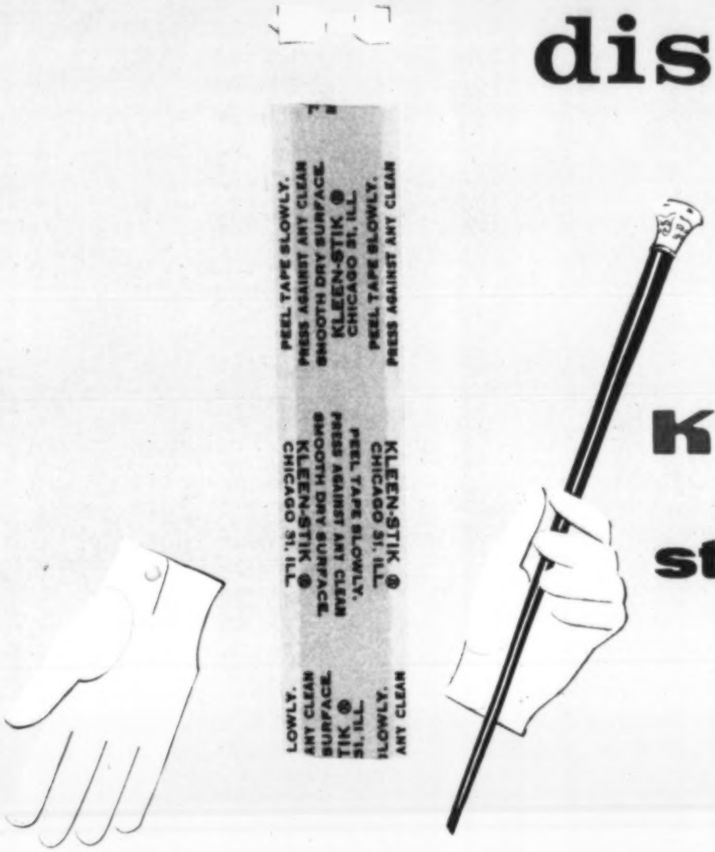
work clothes for America's *Best-Selling* displays


PEEL TAPE SLOWLY.
PRESS AGAINST ANY CLEAN
SMOOTH DRY SURFACE.
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Pressure-Sensitive Adhesive

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Even the hardest-working, hottest-selling P.O.P. displays have that "top hat" look when they're backed with self-sticking Kleen-Stik! STRIPS-'n-SPOTS of this modern adhesive make signs and streamers easy to put up . . . get 'em up and *keep* 'em up in more locations for more exposure and *more sales.*

STRIPS-'n-SPOTS create *their own* ideas, too — make possible unique display pieces for added attraction and selling impact. Best of all, any printer, lithographer or silk-screen printer can have STRIPS-'n-SPOTS added to any printed piece — quickly and economically — by a nearby Kleen-Stik Service Plant.

Exclusive Advantages of KLEEN-STIK "strips-'n-spots"

- **Easy to Put Up** . . . just peel and press
- **Stick Tight** on any hard, smooth surface
- **Need No Water,** glue, tacks, or tape

kleen-stik®
PRODUCTS, INC.

7300 W. Wilson Ave., Chicago 31, Ill.

SEE OTHER SIDE FOR APPLICATIONS AND LOCATION OF YOUR *Nearest* KLEEN-STIK *Service Plant*

SMOOTH DRY SURFACE.
KLEEN-STIK ®
CHICAGO 31, ILL.
PEEL TAPE SLOWLY.
PRESS AGAINST ANY CLEAN
SMOOTH DRY SURFACE.
KLEEN-STIK ®

Let's get Acquainted!
Bull Dog Beer
TAKE HOME A CASE!

Table Tent

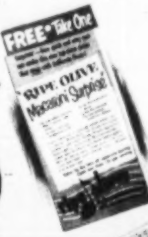
ideal "Idea Material" for unique, effective P.O.P. displays

kleen-stik®

strips-'n-spots

Carnation
Vanilla Ice Cream
Take plenty some home

3-D Display


FREE Take One
Ripe Olive Macaroni Surprise

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Easy . . . fast . . . economical — the most efficient way to get your selling message up where it can *sell*. Ask your printer to show you samples . . . or write for free "Idea Kit".

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DOLE
FRESH
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10 *Convenient* SERVICE PLANTS

***TRY* KLEEN-STIK YOURSELF!**

Detach this page at perforation. Peel backing from Kleen-Stik, then press on desk top, window, cabinet, or other smooth, hard surface.

to meet your needs of strips-'n-spots

Chicago, Illinois
Kleen-Stik Products, Inc., 7300 W. Wilson Ave.
Cincinnati, Ohio
Dyment Co., 659 East 6th St.
Cleveland, Ohio
Dyment Co., 1163 East 40th St.
Detroit, Michigan
Commercial Bindery, Inc., 854 Howard St.
Milwaukee, Wisconsin
Wells-Badger, 225 W. Capitol Drive

Newark, New Jersey
Kleen-Stik Mfg. Co., 410 Frelinghuysen Ave.
New York, New York
Frank P. Carlson, 304 East 23rd St.
Philadelphia, Pennsylvania
Philadelphia Bindery, Lehigh & 3rd St.
St. Louis, Missouri
J. Lewin Bookbinding & Sample Co., 1602 Locust St.
Weston, Ontario, Canada
Kleen-Stik Products, Ltd., 21 Edgar Ave.

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1934-1959 — 25 Years of Pressure-Sensitive Progress

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ko Inc. It has seven employes, and expects volume to increase 100% in 1960.

Lago & Whitehead, Wichita, Kan., billed $513,947 in 1959, of which $158,656 was in capitalized fees. In 1958 it reported billings of $1,095,073 with $221,111 representing capitalized fees. Newspapers got 16% of the billings; magazines less than 1%; radio 17%; television nearly 20%; outdoor more than 1%; business papers 28%; farm publications 16% and transit advertising less than 1%. There are 12 employes and the agency hopes to recoup its losses with a 100% billings increase in 1960.

Lake Advertising, Attleboro, Mass., billed $68,365, including $63,365 in capitalized fees in 1959. Its total in 1958 was $65,025, including $60,025 in fees. The agency reported no gains or losses of accounts last year. Its billings were invested as follows: newspapers 10%, business papers 40%, direct mail 50%. Lake employs five persons and expects 1960 volume to be about the same as last year.

Raymond I. Lang Advertising, San Francisco, billed $229,014 in 1959, of which $158,700 was in capitalized fees. In 1958 corresponding figures were $218,210 and $154,650. Lang added Winslow Engineering & Mfg. Co. in February, and reported no losses. Outdoor got 39% of the billings, radio 31%, business papers 20%, magazines and newspapers 5% each. There are four employes. A 45% rise in billings is predicted.

Lansdale Co., Los Angeles, billed $350,000 in 1959, of which $175,000 was in capitalized fees. No comparable figures are available for '58. During '59, the company added Don Loper Inc., Standard Shoe Stores and Ward & Son, and lost Mode O'Day Corp. Media breakdown: newspapers 70%, magazines 10%, radio 10%, tv 5%, "other" 5%. The agency has five employes, and expects a 50% increase in volume in 1960.

Clint Leap Inc., Amelia, O., billed $214,154 in 1959, of which $136,756 was in capitalized fees. Comparable figures in '58 were $250,108 and $158,342. During the year the agency added Klipfel Valves Inc., Eagle Chemical Co., B-M Nipple & Mfg. Co. and Techni-Cast Corp. Media breakdown: business papers 75%, "other" 25%. Leap has five employes, and expects a 20% rise in volume in 1960.

Lenhart & Co., Princeton, N. J., billed $197,528 in 1959, of which $28,116 was in capitalized fees. It added Princeton Municipal Improvement and lost Vitreous China Accessories Guild, an account which is no longer active. It has three employes, and expects business to be up 10% in 1960.

Max Levine Agency, Allentown, Pa., reports billings of $131,000, of which $125,000 was in capitalized fees. The agency began in October, 1958, and billed $37,500 that year with $35,000 capitalized. Radio got 10% of the billings, newspapers and business papers 2% each and other media 86%. The agency has three employes in one office, expects 1960 volume to be about the same.

Ted Levy, Richard Lane & Co., Denver, billed $314,213 in 1959, including $66,139 in capitalized fees. Billings in 1958 totaled $307,781, of which $42,874 represented capitalized fees. The agency added two accounts, Lone Star Airlines and KWAL Paints, while losing none. Billings breakdown: newspapers 40%, magazines 3%, supplements 1%, radio 18%, television 22%, outdoor 2%, business papers 2%, point of sale 10%. The agency employs seven persons and expects a 15% increase in 1960 volume.

Lindeman Advertising, Holland, Mich., billed $477,629 in 1959, of which $242,354 represented capitalized fees. Comparable figures for 1958 were $457,247 and $253,650. No accounts were lost or gained. Magazines took 64% of billings, business papers 23%, radio 4%, television 4%, newspapers 2%, outdoor 1%, farm publications 1%, "other" 1%. The agency has six employes and sees 1960 about the same as 1959.

Litman-Stevens & Sher Inc., Kansas City, billed $532,359 in 1959, of which $127,633 was in capitalized fees. Billings in 1958 totaled $498,786, of which $159,193 represented capitalized fees. The agency reported no account additions or losses for the year. Media breakdown: newspapers 14%, magazines 7%, radio 17%,

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television 28%, outdoor 3%, point of sale 31%. The agency employs 11 persons and expects 1960 volume to increase by 10% to 12%.

Lloyd's of Bismarck, Bismarck, N. D., billed a total of $281,995 in 1959, all of which was foreign, with $263,124 representing capitalized fees. In 1958, it billed $189,265, also all foreign, of which $166,725 represented capitalized fees. Media breakdown: newspapers 85%, tv 15%. The agency has six employes and forecasts a 75% gain in volume in 1960.

Lookout Advertising Agency, Chattanooga, billed $360,103 in 1959, of which $52,026 represented capitalized fees. Comparable figures for 1958 were $322,867 and $48,410. Lookout put 52% of its billings into outdoor, 13% in newspapers, 12% in television, 4% in radio and 19% in other media. The agency has 10 employes and expects a 7% volume increase in 1960.

MacLaughlin Advertising Agency, Buffalo, N. Y., billed $93,690 in 1959, of which $46,555 represented capitalized fees. In 1958, billing was $86,512, of which $43,700.90 represented capitalized fees. Farm publications accounted for 50% of commissionable billings, radio 23%, tv 9%, magazines 8%, newspapers 7%, outdoor 3%. MacLaughlin forecasts a 10% increase in volume in 1960.

Madison Advertising Agency, Louisville, Ky., billed $175,000 in 1959, of which $25,000 represented capitalized fees. It did not report 1958 billings. The agency added Bryan Mfg. Co. in July, Avery Building Assn. in November and Kitchen Kompact in December. Madison employs five people and expects business to rise 50% in 1960.

Malcolm Advertising, Cleveland, billed $230,000 in 1959, of which $30,000 represented capitalized fees. Comparable figures in 1958 were $170,000 and $20,000. During the year, it added one new account, Research Instruments, and "reactivated" two accounts, Vince Basnik Co. and Marlin Mfg. Corp., which had ceased advertising in 1958. Media breakdown: newspapers 2%, supplements 20%, business papers 70%, "other" 8%. The agency has four fulltime and two parttime employes. It expects 1960 volume to be up 20%.

Manchester & Kreer, Chicago, billed $875,000 in 1959, of which $275,000 was in capitalized fees. In 1958, billings totaled $725,000, including $225,000 in fees. No account shifts were reported. Billings breakdown: newspapers 10%, radio 10%, television 75%, business papers, 5%. The agency has five employes and expects volume to rise 40% in 1960.

Marketing Services Co., Hamden, Conn., billed $55,025 in 1959, its first year in business. It added Unholtz-Dickie Corp., Tat Engineering Corp. and Microtech Inc. to its client roster. It placed 90% of its billings in magazines and 10% in business papers. The agency has three employes and looks for a 200% volume increase in 1960.

Arnie Matanky, Chicago, billed $110,470 in 1959, of which $106,720 represented capitalized fees. In 1958, it billed $104,950, of which $100,050 represented capitalized fees. It added Cross World Books & Periodicals and All-Chicago citizens committee. Media breakdown: newspapers 35%, point of sale 5%, magazines 15%, radio 25%, tv 20%. It has six employes and forecasts a 25% gain in volume in 1960.

Jack Mathis Advertising, Chicago, in 1959 billed "approximately the same" as in 1958 when it billed $225,000, of which $150,000 represented capitalized fees. It added Rayson Sports and lost Tibma's Bakeries. Media breakdown: business papers 40%, bulletins 60%. Mathis has two employes and expects 1960 volume to be about the same as in 1959.

R. J. McFarlin & Co., Cleveland, billed $120,000 in 1959 of which all was in commissionable space. Comparable figure in '58 was $100,000. The agency added Automation Development Corp. and Brown Engineering Service during the year, and lost no accounts. Media breakdown: magazines 90%, direct mail 10%. McFarlin has two employes, and expects 1960 volume to be up 25%.

McNeill, McCleery & Cochran, Los Angeles, billed $960,000 in 1959, of which $373,000 represented capitalized fees. In 1958, when the agency was known as McNeill & McCleery, billings were $872,000, of which $221,000 represented capitalized fees. The agency added Wm. E. Phillips Discount Houses, Whitehouse Foods and Tom Sawyer Foods; no accounts were dropped. Media breakdown: newspapers 37%, radio 20%, television 20%, magazines 10%, supplements 5%, outdoor 4%, business papers 2%, point of sale 2%. The agency has 12 employes in two offices and looks for a 10% volume gain in 1960.

John Meck & Staff, Chicago, billed $310,000 in 1959, compared with $225,000 in 1958. It added Storage Products Corp. in August and lost no accounts. Media breakdown: business papers 80%, radio 10%, newspapers 5%. Meck has seven employes.

Ellison L. Meier Advertising Agency, Sacramento, billed $248,000 in 1959, of which $187,000 represented capitalized fees. It billed $242,000 in 1958. The agency added Sacramento Valley Bureau for Lath & Plaster and Vernier Missile Systems. Newspapers took 80% of billings, collateral literature 10%, television 5%, radio 2% and outdoor, business papers and transit advertising 1% each. The agency has five employes in two offices and expects a 15% volume increase in 1960.

Mellor Advertising Agency, Elmira, N. Y., billed $218,394 in

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1959, of which $57,362 was in capitalized fees. Comparable figures in '58 were $167,970 and $37,420. During the year the agency added Watkins Salt Co. and lost Houghton Laboratories. Media breakdown: newspapers 10%, radio 6%, tv 4%, business papers 80%. Mellor has five employes, and expects 1960 volume to be about the same as '59.

Merlo Co., Los Angeles, billed $115,000 in 1959, of which $40,000 was in capitalized fees. No comparable figures are available for '58. The agency reported no account changes. It expects a 10% increase in volume in 1960.

Millco Inc., Miami Beach, billed $280,000 in 1959, including $70,000 in capitalized fees. In its first full year of business the agency added four accounts: Caryl Richards Inc., Rayette Inc., Pigeons Inc. and Dade Diesel Co. Media breakdown: newspapers 10%, magazines 25%, radio 5%, television 10%, business papers 35%, point of sale 15%. The agency employs five persons and expects a 20% increase in 1960 volume.

Paul M. Miller Co., Kansas City, billed $55,000 in 1959, compared with $40,000 in 1958. It added C. E. Bishop & Son and reported no account losses. Media breakdown: magazines 70% and farm publications 30%. Miller has one employe and expects business to rise 50%.

Mohawk Advertising Co., Mason City, Ia., billed $141,679 in 1959, of which $89,941 was in capitalized fees. This compared with 1958 billings of $73,198, including $57,758 in capitalized fees. The agency added Zeidler Concrete Products Co., Metalcraft Inc. and Mason City Brick & Tile Co., while reporting no lost business. Media breakdown: newspapers 4.8%, magazines 0.5%, supplements 2.5%, radio 5.4%, television 5.7%, business papers 8.8%, farm publications 6%, "other" 66.3%. The agency employs three persons in one office and expects a 10% increase in 1960 volume.

Kingsbury E. Moore, Hempstead, N. Y., billed a total of $781,120 in 1959, of which $234,120 represented capitalized fees. In 1958, total billing was $84,000, of which $14,000 represented capitalized fees. The agency added Vendome Motors Inc., and A. C. Automobile (east coast). Media breakdown: newspapers 65%, magazines 29%, business papers 1%, radio 5%. Moore has 11 employes and forecasts a 28% gain in volume in 1960.

Morse Advertising Agency, Scranton, Pa., billed $136,690 in 1959, of which $46,690 represented capitalized fees. In 1958, billings totaled $126,020, including $40,020 in fees. It added Ambassador Mobile Homes in January and lost no accounts. Media breakdown: newspapers 60%, magazines 10%, radio 20%, television 5%, outdoor 5%. Morse employs three persons and expects volume to rise 10% in 1960.

Moss Associates Inc., New York, billed $758,000 in 1959, of which $58,903 was in capitalized fees, compared with 1958 figures of $647,801 with $48,087 capitalized. Newspapers got 61% of the billings; business papers 35%; radio and television 2% and outdoor nearly 2%. There are eight employes in one office.

Muller, Jordan & Herrick, New York, billed $827,110 in 1959, of which an estimated $666,666 represented capitalized fees. The agency reported 1958 billings of $600,000. Of billings, 95% went to business papers and the remaining 5 per cent to other media. The agency employs 15 persons and expects a 25% increase in 1960 volume.

Nattall & Maloney, Calgary, Canada, billed $850,952 in 1959 of which $223,972 was in capitalized fees. Comparable figures in 1958 were $816,171 and $304,365. The agency reported no account changes in '59. Media breakdown: newspapers 23%, radio 28.5%, television 15%, outdoor 15%, business papers 0.5%, farm publications 2%, transit advertising 3%, "other" 13%. The agency has 18 employes in two offices.

Neale Advertising Associates, Los Angeles, billed $783,704 in 1959, compared with $756,127 in 1958. During the year it gained the phonograph division of Capitol Records, and lost the electronic control systems division of Stromberg-Carlson. Media breakdown: newspapers 20%, magazines 5%, radio 10%, tv 20%, outdoor 2%, business papers 23%, production 20%. The agency employs 11 persons and expects 1960 volume to rise 5%.

Nelson Newmark Advertising, Los Angeles, billed approximately $110,000 in 1960. No account losses or gains were reported.

Onofrio & Smith, New York, billed $81,350, of which $33,350 represented capitalized fees, in 1959, its initial year of operation. It added United Epilepsy Assn. and Luau 400. Media breakdown: newspapers 75%, point of sale 5%,

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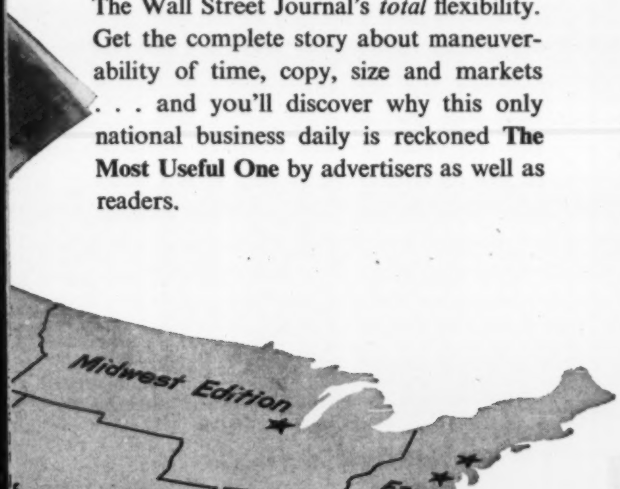

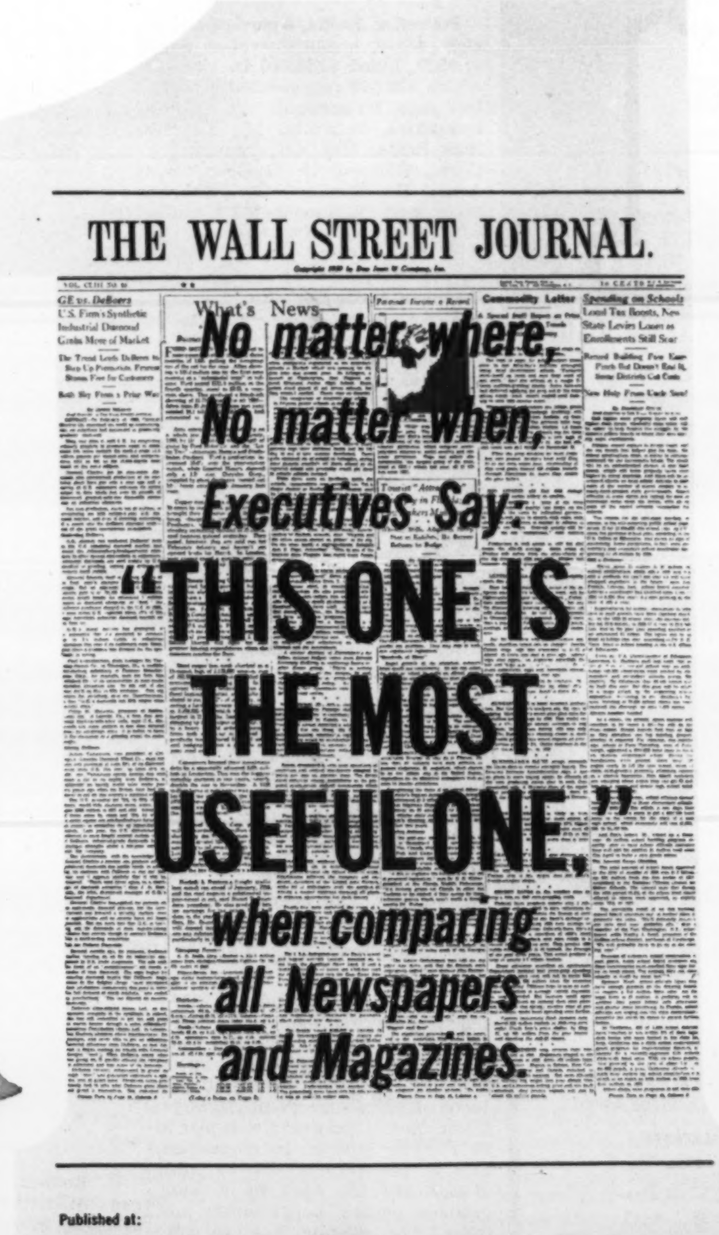

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magazines 5%, supplements 5%, transit 10%. The agency has five employes and forecasts a 100% gain in volume in 1960.

Oster Advertising Agency, Danville, Ill., billed $170,0000 in 1959, of which $120,000 was in capitalized fees. Comparable figures for 1958 were $120,000 and $20,000. No account gains or losses were reported. Media breakdown: magazines 10%, "other" 90%. Oster has five employes in one office, and expects billings to rise 10% this year.

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Jack Packard Co., Glendale, Cal., billed a total of $300,000 in 1959, of which $160,000 represented capitalized fees. In 1958, the agency billed a total of $155,192, of which $52,895 represented capitalized fees. Media breakdown: newspapers 10%, point of sale 10%, magazines 10%, business papers 30%, radio 5%, farm publications 5%, and "printed matter, production and miscellaneous" 30%. Packard has seven employes and forecasts a 50% gain in volume in 1960.

Parsons, Friedmann & Centrall, Boston, billed $805,000 in 1959, of which $650,000 represented capitalized fees. Comparable figures for 1958 were $928,378 and $745,770. The agency added Grid Flat Slab Corp., C. H. Robinson Co. of Minneapolis and Back Bay Assn.; it dropped Dunham Bros., Brattleboro, Vt., Mattler's, Providence, R. I., and General Electric Supply Co. of New England. Media breakdown: business papers 50%, television 20%, direct mail 12%, newspapers 5%, magazines 5%, outdoor 3%, radio 2%, point of sale 2%, farm publications 1%. The agency has eight employes and looks for a volume gain of 25% in 1960.

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SATURDAY		
6:00 PM to Midnight	35,700	8,400
SUNDAY		
6:00 PM to Midnight	22,700	12,000
SUNDAY THRU SATURDAY		
6:00 PM to Midnight	24,200	11,000
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DELIVERS TEXAS' 3 FASTEST-GROWING MARKETS
IN EFFECTIVE BUYING INCOME — 1959 - 1965*

*Sales Management, Nov. 10, 1959 "Marketing On the Move"

1.	ODESSA-MIDLAND	Up 66.9%
2.	**El Paso**	Up 57.8%
3.	**Amarillo**	Up 53.3%
4.	Lubbock	Up 50.9%
5.	Corpus Christi	Up 48.2%
6.	Houston	Up 47.7%
7.	Dallas-Fort Worth	Up 46.1%
8.	Temple	Up 45.5%

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Patten Co., Bloomfield Hills, Mich., billed a total of $193,272 in 1959, of which $16,842 represented capitalized fees. In 1958, the total billing was $127,432. It added Eynon-Dakim Co. Media breakdown: newspapers 1%, point of sale 2%, business papers 3%, radio 15%, tv 75%, "other" 4%. The agency has two employes and forecasts a 20% gain in volume in 1960.

Maurice Paulsen Advertising, Sioux Falls, S. D., billed $323,630, including $12,006 in capitalized fees, in 1959. In 1958, billings were at $309,928, with $18,042 in fees. Accounts added were Waterman-Loomis Co. and Electronics Inc.; the agency lost one unnamed account. Media breakdown: newspapers 43%, magazines 5%, radio 8%, television 25%, outdoor 1%, business papers 10%, and farm publications 8%. The agency employs five persons and expects a 10% business rise in 1960.

Peitscher, Janda/Associates, Chicago, which began operation Sept. 1, 1959, billed $238,000 in 1959, of which $28,000 represented capitalized fees. Its accounts are Lennox Industries, Fohrman Motors, In-Sink-Erator Mfg. Co., Kennatrack Corp., Richard D. Gleacon, and Allen B. Wrisley Co. Billings breakdown: magazines 65%, radio 10%, television 15%, business papers 5%, "other" 5%. The new agency employs 14 people and makes no predictions for 1960.

R. J. Petersen Associates, Waterloo, Ia., billed $240,000 in 1959, of which $65,000 was in capitalized fees. In 1958 the agency billed $75,000, including $50,000 in capitalized fees. The agency added Home Savings & Loan Assn., Yeoman & Co. and Waterloo Valve Spring Compressor Co., while losing Precision Equipment Co. Media breakdown: newspapers 7%, radio 16%, television 12%, business papers 1%, farm publications 56%, direct mail 8%. The agency employs five people in one office and expects a 50% increase in 1960 volume.

Phillips-Robbins Inc., Los Angeles, billed $108,387 in 1959, of which $41,674 was in capitalized fees. The agency opened in 1958, so no comparable figures are available for that year. It reported no account changes in '59. Media breakdown: 40% in business papers and 60% in farm publications. The agency has two employes, and expects 1960 volume to be up 25%.

Pike & Becker, New York, billed $525,116 in 1959, of which $320,193 represented capitalized fees. Comparable figures for 1958 were $413,415 and $259,043. The agency added Allied International, Jacobs Engine and Penn Airways; it lost Onyx Chemical Co. It placed 80% of its billings in magazines, 12% in newspapers, 4% in point of sale and 1% each in outdoor, business papers, supplements and radio. The agency has 10 employes and looks for a 15% volume gain in 1960.

Proctor Advertising Agency, Montgomery, Ala., billed $122,500 in 1959, of which $56,000 was in capitalized fees. Comparable figures in '58 were $117,000 and $45,000. During the year the agency added Standard Roofing Co. and lost Southland Mower Co. Media breakdown: newspapers 10%, radio 5%, tv 65%, business papers 20%. Proctor has five employes in one office, and expects 1960 volume to be up about 30%.

Public Relations Associates, Binghamton, N.Y., billed $170,240 in 1959, of which $150,132 represented capitalized fees. Comparable figures in 1958 were $148,563 and $126,060. During the year it added Ozalid division of General Aniline & Film Corp. Elliott Manufacturing Co. and Southern New York Petroleum Dealers Assn. Media breakdown: newspapers 25%, magazines 15%, radio 15%, tv 25%, outdoor 5%, "other" 15%. The agency has four employes and expects 1960 volume to rise 10%.

Ramsthal Advertising Agency, West Bend, Wis., billed $205,000 in 1959. The 1958 figure was $140,000. The agency reported no account gains or losses. Its billings were invested: 10% in magazines; 2% in outdoor; 70% in business papers; 10% in point of sale and 8% in other media. Ramsthal employs 14 persons in one office. It expects a volume increase of 15% this year.

Larry Raymond Co., Los Angeles, billed $358,136 in 1959, including $295,445 in capitalized fees. Billings in 1958 totaled $364,789, of which $304,331 represented capitalized fees. Billings breakdown: newspapers 16%, magazines 20%, business papers 61%, farm publications 2%, "other" 1%. The agency employs four persons in one office and expects 1960 volume to increase 8%.

Read Brothers Advertising, Chicago, billed $348,000 in 1959, of which $169,000 was in capitalized fees. This compares with 1958 billings of $333,000, including $173,000 in capitalized fees. The agency added Leath & Co. and Borroughs Tool & Equipment Corp. and reported no account losses. Media breakdown: newspapers 64%, magazines 10%, radio 2%, business papers 24%. The agency employs seven persons in one office and expects 1960 volume to rise 10%.

Palmer N. Refsdal, Minneapolis, billed $56,760 in 1959, all in commissionable space and time for clients, compared with $54,000 in 1958. The agency reported no account changes during the year. Media breakdown: newspapers 10%, magazines 30%, tv 60%. Refsdal is a one-man agency, and expects 1960 volume to be about the same as '59.

Reilly, Brown & Tapply, Boston, billed $801,060 of which $539,598 was space and time and $261,462 capitalized fees. In 1958, corresponding figures were $694,017, $466,017 and $228,000. During the year it added Filippo Berio, Fastex division-Illinois Tool Co., Woodstock Line Co. and C. F. Orvis Co. It lost B. F. Moore & Co. and Bay State Academy. Magazines got 50% of the billings; newspapers 24%; business papers 20%; radio and television 4% and transit advertising 2%. The agency has 16 employes in two offices, expects a 25% rise in 1960 volume.

C. Reimer Advertising, Winnipeg, Manitoba, Canada billed $150,000 in commissionable services in 1959. The agency, which began operation in June, 1959, did not list any capitalized fees. Radio accounted for 100% of its billings. It has three employes and expects a 25% increase in volume in 1960.

Banning Repplier Advertising Agency, Hamden, Conn., billed $229,200 in 1959, of which $24,200 represented capitalized fees. In 1958, total billings were $70,000. The agency added Irwin Corp., Rowbottom Machine Co., Micann Corp., Rattan Corp., F. D. Grave & Son, and H. Pearce Co. Billings for these new accounts started in late 1959 or early 1960. Media breakdown: magazines 45%, television 40%, business papers 10%, and newspapers 5%. The agency has four employes, and expects business to be up 20% in 1960.

Revere Advertising, Minneapolis, billed $526,962 in 1959, of which $248,335 represented capitalized fees. In 1958 corresponding figures were $471,300 and $13,300. It added Flambeau Plastics Corp. and Weavewood Inc. during the year and dropped Gospel Light Publications and Praise Book Publications. Magazines got 84% of the billings, newspapers 15%, radio and outdoor .5% each. There are nine employes in two offices and 1960 business is expected to be about the same as 1959.

Cappy Ricks & Associates, Seattle, billed $366,459 in 1959, compared with $251,421 in 1958. The agency added California Equipment Co., Granage Insurance Assn. and Northwest division of McKesson & Robbins. It put 50% of its billings into radio, 25% into newspapers, 10% into television, and 5% each into outdoor, business papers and point of sale. The agency has eight employes and estimates a volume increase of 80% for 1960.

H. I. Roberts Advertising, New York, billed $66,000 in 1959, of which $6,000 represented capitalized fees. In 1959, total billings were $85,000. It added Wales Mfg. Co. in August and lost the pharmaceutical division of Schieffelin Co. Media breakdown: newspapers 20%, magazines 20%, radio 20%, business papers 30%. Roberts employs five persons and expects a 20% business upswing in 1960.

Root Advertising Agency, Chicago, billed $64,473 in 1959, of which $18,740 was in capitalized fees. Comparable figures for '58 were $56,375 and $17,840. The agency reported no account changes during the year. Media breakdown: newspapers 1%, magazines 3%, business papers 96%. Root has one employe, and expects 1960 volume to be about the same as in '59.

Gordon Rosholt & Co., Minneapolis, billed $162,588 in 1959, of which $102,524 was in capitalized fees. Comparable figures in '58 were $95,072 and $64,206. During the year the agency added Ronning Corp. and reported no losses. Media breakdown: newspapers 2%, magazines 10%, radio 6%, business papers 34%, farm publications 48%. Rosholt has three employes and expects a 20% increase in volume in 1960.

Rozene Advertising Agency, Bridgeport, Conn., billed $500,000 in 1959, all of which was in commissionable space and time. Comparable figure in 1958 was $400,000. The agency reported no account changes during the year. Media breakdown: newspapers 80%, magazines and business papers 10% each. It has 12 employes in two offices, and expects a 10% increase in volume in 1960.

Ed St. Aubin Associates, Manchester, N. H., billed $363,240.61 in 1959, of which $212,833.63 represented capitalized fees. In 1958, it billed $229,801.89, of which $210,290.83 represented capitalized fees. It added Ferretti, Manchester Industrial Council, and the State of New Hampshire planning & development commission, industrial division and forestry and recreation department. Media breakdown: newspapers 21%, outdoor 18%, magazines 5%, business papers 4%, radio 40%, tv 9%, "other" 3%. It has seven employes and forecasts a 15% gain in volume in 1960.

M. L. Samson Co., Chicago, billed $381,530 in 1959, of which $245,365 was in capitalized fees. In 1958, total billings were $328,543, including $244,663 in capitalized fees. The agency added W. W. Kimball Co. in June and lost no accounts. Media breakdown: direct mail and printed material, catalogs, brochures, etc., 75%, point of sale 10%, magazines 8%, business papers 5%, newspapers 2%. Samson has four employes, and expects business to be up 25% in 1960.

George S. Sandler Inc., Chicago, billed $796,241 in 1959, of which $176,241 represented capitalized fees. Comparable figures in 1958 were $633,400 and $133,400. During the year Sandler added Streamwood Home Builders, L. Wolf & Sons, and Concord Hotel. Media breakdown: newspapers 90%, magazines 1%, radio 4%, tv 2%, outdoor 1%, transit 1%, point of sale 1%. The agency has six employes, and expects 1960 volume to duplicate last year's.

Saunders Wilcox Bell Inc., Miami, billed $202,132 in 1959, of which $99,790 was in capitalized fees. The previous year's billings were not reported. Nearly $5,000 of the 1960 figure represented foreign billings. The agency added Gulfstream Park Racing Assn., Dania Jai Alai Palace, and Exotic Gardens late in '59. No account losses were reported. Media breakdown: newspapers 50%, radio 28%, television 10%, magazines 5%, outdoor 3%, point of sale 2%, transit advertising 1%, business papers 1%. The agency has four employes in one office and expects business to be up 15% in 1960.

Schaffer, Lazarus & LaShay, Chicago, billed $298,040, of which $80,040 was in capitalized fees, in 1959, its first full year of operation. The agency neither added nor lost an account in the period. Media breakdown: newspapers 20%, magazines 35%, supplements 5%, radio 15%, television 5%, outdoor 5%, business papers 10%, transit advertising 5%. The agency expects a 50% gain in 1960 volume.

E. J. Scheaffer & Associates, Miami, billed $700,000 in 1959, of which $450,000 represented capitalized fees. Billings in 1958 totaled $515,000, including $355,000 in capitalized fees. The agency added five accounts, Tonsiline Co., American International Tool Corp., Hotchkiss-Mank Construction Co., Jim Kay Homes and Gilbert Mfg. Co., while losing none. It employs 12 persons and expects a 25% increase in 1960 volume.

Schnell & Associates, Chicago, billed $501,000 in 1959, of which $151,000 represented capitalized fees. Comparable figures in 1958 were $480,000 and $145,000. During the year it lost no accounts and gained one: Wisconsin Southern Gas Co. Media breakdown: newspapers 1%, business papers 85%, farm publications 1%, point of sale 2%, "other" 11%. Schnell has four employes, and expects 1960 volume to be up 5%.

Mark Schreiber Advertising, Denver, billed $748,530 in 1959, compared with $615,000 in 1958. Newspapers took 38% of billings, radio 20%, television 20%, magazines 10% and the remaining 12% was spread over outdoor, business papers, transit cards and other media. The agency has 10 employes and looks for a 10% gain in 1960.

Ken Seitz & Associates, Milwaukee, billed $727,193 in 1959, of which $370,191 was in capitalized fees. In 1958 the agency reported billings at $546,150 with $218,350 capitalized. In August the agency added George Gorton Machine Co., Albert Trostel Ltd. and Wausau Motor Parts Co. No losses are reported. Business papers got 60% of the billings, television 15%, newspaper 10%, magazines 8%, radio 5% and outdoor 2%. The agency has 13 employes in two offices and sees a 25% increase in 1960 billings.

James C. Seix Co., New York, billed a total of $710,000 in 1959, all of which was outside the U. S. The agency's 1958 billing total, also all foreign, was $725,000. Media breakdown: newspapers 10%, point of sale 5%, magazines 50%, business papers 30%, transit 5%. It has 18 employes in three offices and forecasts about the same amount of volume in 1960.

John Shrager Inc., New York, reported that billings for 1959 were approximately the same as in 1958, when it was $227,000, with $187,000 representing capitalized fees. It reported no account changes. During 1959, 85% of billings was in newspapers. The agency reported that the bulk of its income comes from fees for new product development for clients using mail order ads. It has two employes and expects business in 1960 to be about the same as last year.

William D. Shumway Advertising, Madison, Wis., billed $195,000 in 1959, of which $101,000 was in capitalized fees. In 1958 the agency reported $111,000 with $60,000 capitalized. Hoffman House Sauce Co. and Farmers Mutual Automobile Insurance Co. were added. No losses are reported. Newspapers got 35% of the billings, outdoor 15%, direct mail 18%, television 12%, farm publications 8%, radio 7%, point of sale 5%. Shumway has five employes and expects a 15% increase in 1960 billings.

James L. Smith, Waterloo, Ia., billed $10,367 in 1959, of which $4,166 represented capitalized fees. Comparable figures in 1958 were $5,712 and $2,702. During the year, the agency neither gained nor lost an account. Billings were 100% in

1ST In the Nation in Boat Advertising

Over 595,560 lines of Marine Advertising in 1959 covering Ft. Lauderdale, one of America's Great Boating Markets, where there are over 20,000 registered boats—265 miles of navigable waterways.

"It's the ONLY newspaper covering this big market!

Three Time Winner of Boating's Golden Award 1957 - 1958 - 1959

Fort Lauderdale News

THE BIG 3 ...in Today's World of Television!

ah 1

RATINGS:

The consistently high ratings on THE LAWRENCE WELK SHOW (ABC-TV) for the past 4½ years speak for themselves.

(Example: Nielsen, Sat., Dec. 19, 1959:— Homes, 12,861,000; Rating, 30.0; Share, 38.7.)

and ah 2

SPONSOR IDENTIFICATION:

In the last two Sponsor Identification Polls* within the last 18 months, the LAWRENCE WELK SHOW scored #1 and #3 — achieving an outstanding job for his sponsor, DODGE DIVISION, Chrysler Corporation.

("1958 Sponsor-Rating" Poll by Norman, Craig & Kummel, N.Y.C., and 1959 Annual Trendex Sponsor Identification Poll.)*

and ah - 3

AND NOW...

COST-PER-THOUSAND:

In Nielsen's first CPM report of the new season, THE LAWRENCE WELK SHOW scored #2 in *delivering the greatest number of homes per dollar invested!* *(Nov.-Dec. '59)*

No Wonder WALTER WINCHELL Says:

"LAWRENCE WELK is more than a television personality. He is **AN AMERICAN INSTITUTION** as all the Polls indicate, including the Winchell Poll!"

AMERICA'S TOP TEN PROGRAMS BY COST EFFICIENCY

(Cost-Per-Thousand Commercial Minutes Delivered)

1. Wagon Train	$1.79	6. 77 Sunset Strip	$2.20
2. LAWRENCE WELK SHOW	1.83	7. Have Gun	2.28
3. Gunsmoke	1.95	8. Rifleman	2.36
4. Maverick	2.09	9. Real McCoys	2.38
5. Price Is Right	2.15	10. Cheyenne	2.39

(Nielsen Nov.-Dec. '59 CPM/CM Report)

GABBE, LUTZ, HELLER & LOEB
Personal Managers for Lawrence Welk

DON FEDDERSON PRODUCTIONS
Television Consultants for Lawrence Welk

business papers. It has one employe and expects 1960 volume to be up 20% next year.

E. L. Speer Advertising Agency, Racine, Wis., billed $207,000 in 1959, of which $78,000 represented capitalized fees. In 1958, total billings were $158,000. It added M-D Blowers Inc., a subsidiary of Miehle-Goss-Dexter. Media breakdown: newspapers 1%, magazines 10%, radio 1%, business papers 65%, farm publications 3%, "other" 20%. Speer has four employes, and forecasts a 15% gain in volume in 1960.

J. W. Spellman Inc., Boston, billed $476,354, of which $207,654 was capitalized fees and $268,700 space and time. In 1958, billings totaled $417,682 with $200,000 capitalized. No account changes are reported. Newspapers got 40% of the billings; outdoor 30%, and magazines, radio and television 10% each. The agency has five employes and expects 1960 volume to rise 10%.

Spooner & Kriegel, New York, billed $634,282 in 1959, of which $506,920 represented capitalized fees. In 1958, billings totaled $578,984, including $466,900 in fees. The agency added two accounts during the year, Dean Products Inc. and Duratech Mfg. Co., while losing none. Media breakdown: newspapers 2%, magazines 3%, business papers 25%, "other" 70%. The agency employs six persons and expects a 15% gain in 1960 volume.

Clayton A. Stahlka Advertising Co., Buffalo, billed $203,000 in 1959, of which $125,000 was in capitalized fees. The agency started in 1958. Last year it added Delevan Electronics Corp., Lincoln-Mercury Dealers Assn. of Niagara Frontier and American Precision Industries. No account losses were reported. Media breakdown: point of sale 39%, business papers 35%, magazines 10%, television 8%, newspapers 5%, radio 2%, outdoor 1%. The agency has four employes, and expects business to rise 40% in 1960.

Stamler, Brooks & Soghigian, Washington, D. C., billed $550,014 in 1959, of which $280,014 represented capitalized fees. Comparable figures in 1958 were $247,390 and $113,390. During the year, the agency added Boostair Corp., Key Electronics and Blackburn & Co. Media breakdown: newspapers 22%, magazines 7%, radio 30%, tv 14%, outdoor 1%, business papers 16%, point of sale 10%. The agency has six employes, and expects 1960 volume to rise 60%.

Stern, Hays & Lang (formerly Stern, Newman & Hays), Miami Beach, Fla., billed $882,288 in 1959, of which $5,320 was in capitalized fees. Comparable figures in '58 were $972,247 and $53,633. During '59 the agency added the City of Miami Beach, Cadillac Hotel and Casablanca Hotel, and lost the Fontainbleau Hotel. Media breakdown: newspapers 84%, magazines 9%, supplements 1%, radio 2%, tv 1%, outdoor 1%, business papers 2%. The agency has ten employes in one office and expects 1960 volume to be up about 14%.

Steven-Bartingale & Associates, Eau Claire, Wis., chalked up $100,000 in commissionable billings in 1959, double its 1958 figure. It added E.M. Hale & Co., Shag-O-Matic Sales, and Jordan Inc. Magazines accounted for 90% of billings, supplements 8%, and point of sale 2%. The agency has four employes and forecasts a 25% gain in volume in 1960.

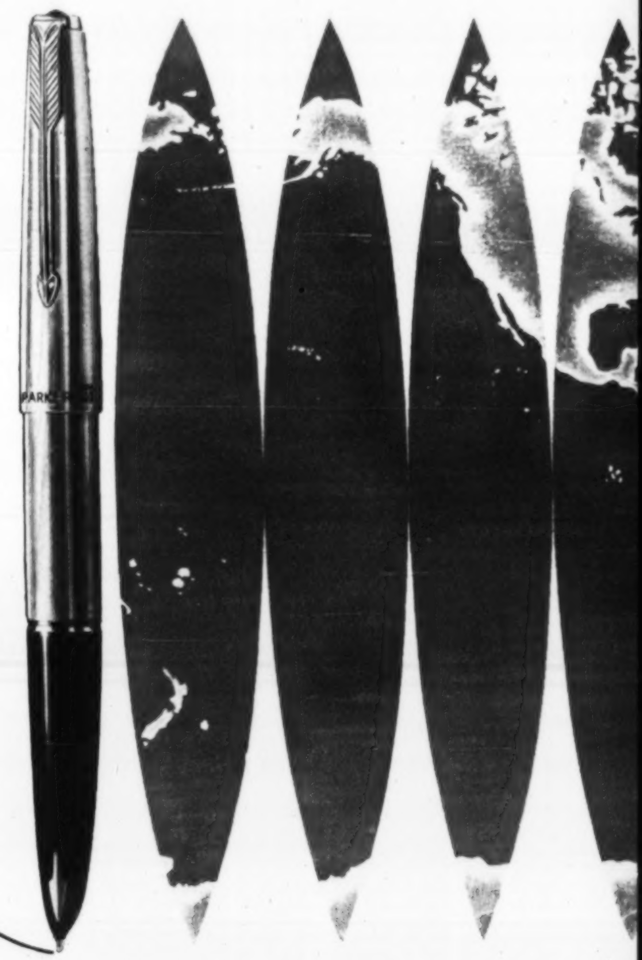
Stevenson & Associates, Minneapolis, billed $453,600 in 1959, of which $13,300 represented capitalized fees. In 1958, total billings were $308,800, of which $5,300 represented capitalized fees. The agency added Nobles Engineering, Wyatt Realty Co., and Minnesota Implement Dealers Assn. Business publications accounted for 64.1% of commissionable billings, newspapers 4.1%, outdoor 2.8%, point of sale 3.8%, magazines 1.3%, radio 1.9%, farm publications 0.9%, tv 7.5%, production 13.6%. Stevenson has four employes and forecasts a 28% increase in volume in 1960.

Stewart Associates Advertising Agency, Detroit, billed $51,000 in 1959, compared with $43,000 in 1958. It added Stamps Unlimited during the year, while losing no accounts. Media breakdown: newspapers 20%, magazines 40%, supplements 5%, radio 10%, direct mail 25%. The agency employs six persons and expects no change in 1960 volume.

Studio Advertising Workshop, Bloomington, Ill., billed $42,500 in 1959, of which $26,000 represented capitalized fees. Billings in 1958 totaled $35,500, including $21,500 in fees. The agency reported no account additions or losses during the year. Media breakdown: magazines 3%, business papers 16%, farm publications 25%, point of sale 15%, "other" 45%. The agency expects a 15% gain in 1960.

L. J. Swan Advertising, Whittier, Cal., billed $230,000 in 1959, compared with $180,000 the preceding year. No account gains or losses were reported. Media breakdown: business paper 75%, sales promotion material 15%, newspapers 5%, outdoor 5%. Swan has four employes, and expects billings to increase 10% this year.

G. F. Sweet & Co., Hartford, Conn., billed $955,778 in 1959, of which $160,829 represented capi-



With one stroke of the pen

Parker goes global

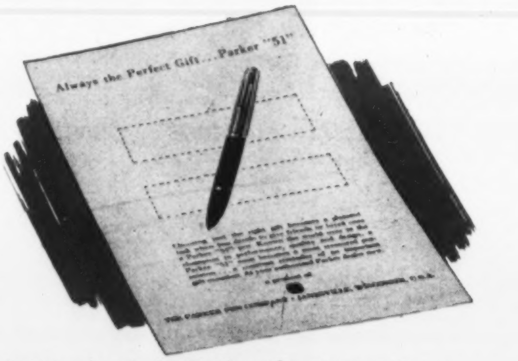
In December, Parker Pen ran advertisements in Reader's Digest around the world. They were designed to help meet different marketing needs in more than 100 countries. Yet Parker gained the simplicity and economy of running all this advertising in a single publication.

The Parker Pen Company, knowing Reader's Digest's unusual efficiency in each overseas market, has now signed up as a Digest global advertiser.

National differences in language, income, tastes, customs and distribution—these are familiar problems to Parker executives. In meeting them, Parker has been highly successful in more than 100 countries. And Parker has found at least one way to meet *local* marketing conditions *while still gaining the advantages of mass international selling.*

> *"In the International Editions of Reader's Digest,"* says Parker's Director of Advertising, J. W. Biety, *"we can be flexible from country to country in what is featured and how it is presented. Yet advertising production is quite simple. Color reproduction is consistently good. And costs per thousand are exceptionally low."*

The Parker Pen Company has also found that the Digest pre-selects an audience which is well above average in buying power, education and job responsibilities.


Always the Perfect Gift ... Parker "51"

talized fees. Comparable figures for 1958 were $680,000 and $120,000. Six small accounts were lost; no important accounts were added. Media breakdown: business papers 41%, newspapers 37%, magazines 13%, radio 3%, television 2%, point of sale 1% and other media 3%. The agency has 10 employes and looks for a 10% volume gain in 1960.

Tames Advertising Agency, Toronto, billed a total of $180,000 in 1959, of which $53,000 represented capitalized fees. In 1958, billing totaled $101,000, including $26,000 in capitalized fees. The agency added four accounts. Business papers accounted for 80% of billings, newspapers 10%, and radio 10%. The agency has two employes and forecasts a 40% increase in volume in 1960.

Technical Advertising Service, La Jolla, Cal., billed $4,000 in 1959, its initial year of operation, including $3,000 in capitalized fees. The agency added Delta Design Inc., Scientific Engineering Laboratories and Solidyne. Magazines accounted for 75% of commissionable billings, with 25% going into print production. The agency has one employe and forecasts a 300% gain in volume in 1960.

Charles P. Thobae & Associates, Houston, Tex., billed $220,368 in 1959, of which $69,368 represented capitalized fees. In 1958, total billing was $194,000, including $82,000 in capitalized fees. The agency added Production Die Casting Co., Randolph Co., and Ring Chemical Co., and lost Westbury Co. Media breakdown: newspapers 35%, outdoor 5%, point of sale 10%, business papers 25%, radio 5%, tv 20%. The agency has four employes and forecasts a 10% increase in volume in 1960.

Albie Thomas Advertising, Rochester, N. Y., billed $278,773 in 1959, of which $212,773 represented capitalized fees. In 1958, it billed $225,625, of which $216,125 represented capitalized fees. It added Vilmar Homes, Coldwater Lumber, and Community Music Service and lost Rochester Eye Bank & Research Society. Media breakdown: newspapers 86%, outdoor 1%, point of sale 4%, business papers 2%, radio 1.5%, catalogs (direct mail) 3.5%, "other" 2%. It has four employes and forecasts a 12% gain in volume in 1960.

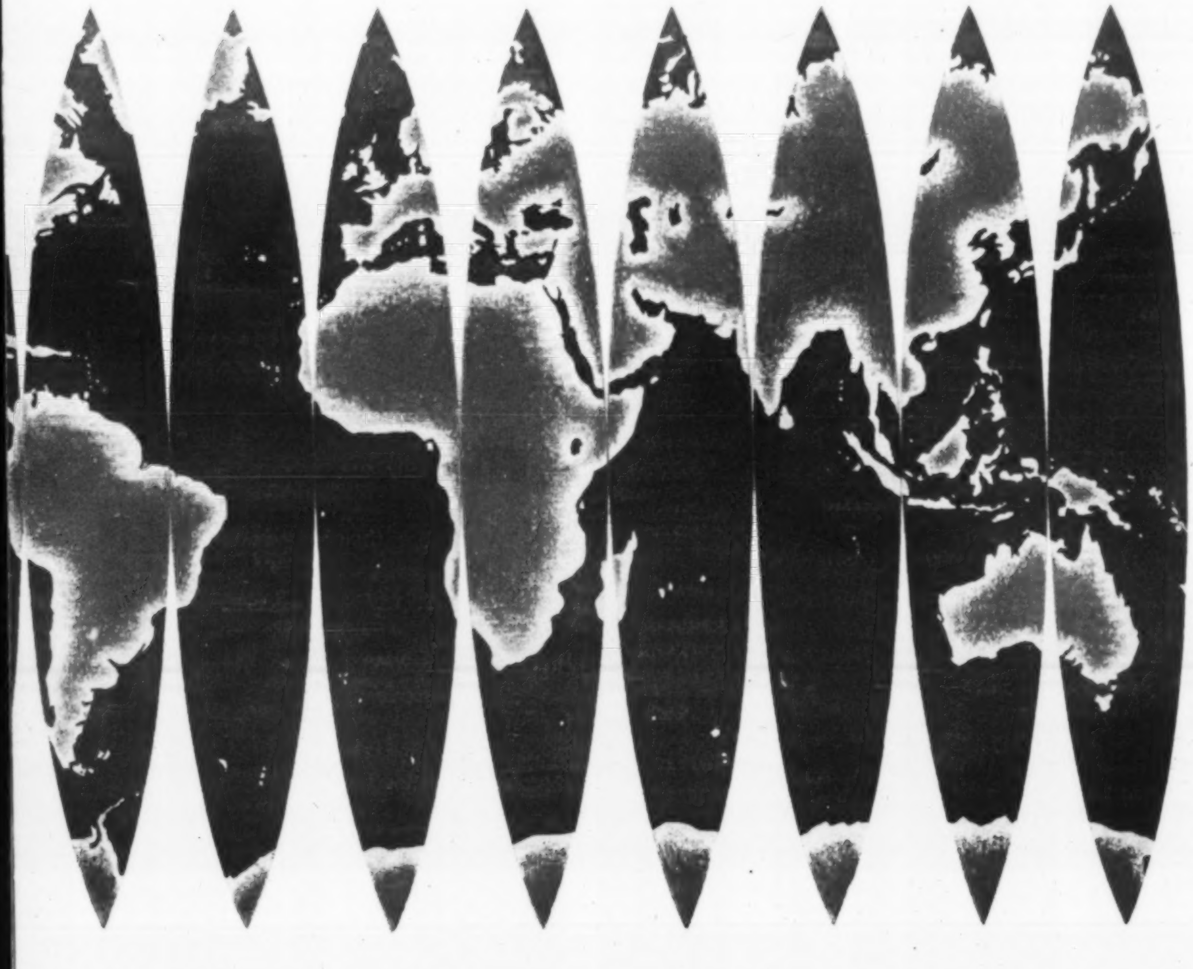
Ray Thompson & Associates, Baltimore, billed $121,000 in 1959, of which $56,000 was in capitalized fees. Comparable figures in 1958 were $66,000 and $56,000. It added Neighborhood Theaters and Veterinary Medical Assn. No account losses were reported. Media breakdown: radio 50%, newspapers 33%, television 15%, outdoor 1%, farm publications 1%. Thompson has three employes, and sees business up 10% in 1960.

Torobin Advertising, Montreal, billed $685,000 in 1959, as compared with 1958 billings of $500,000. It reported four new accounts. Media breakdown: tv 60%, radio 15%, "other" 25%. It employs nine persons and expects no change in 1960 volume.

Town Crier Agency, Council Bluffs, Ia., billed $351,430 in 1959, of which $87,661 was in capitalized fees. Comparable figures for '58 were $468,788 and $105,417. In 1959 the agency lost Roberts Dairy Co. and added Meadow Gold Dairy. Media breakdown: newspapers 20%, magazines 25%, radio 5%, tv 30%, outdoor 15%, "other" 5%. The agency has four employes in one office, and expects a 10% volume hike in 1960.

R. S. Townsend, Kansas City, Mo., billed a total of $306,366 in 1959, of which $226,757 represented capitalized fees. In 1958, the agency billed a total of $270,357, of which $194,093 represented capitalized fees. It added Best Mfg. Co. in August and Gernes Garment Co. for 1960. Media breakdown: newspapers 15%, business papers 65%, radio 15%, tv 5%. The agency has six employes and forecasts a 40% gain in volume in 1960.

Tri-State Advertising Co., Warsaw, Ind., billed $357,313 in 1959, of which $179,743 was in capitalized fees. In 1958, billings were at $329,502, with $161,854 in fees. The agency added U. E. Fitzpatrick & Co. and lost none. Media breakdown: newspapers 2%, magazines 6%, business papers 70%, point of sale 3%, direct mail 19%. Nine persons are employed by the agency, which expects a 12% increase in volume in '60.



"Through the Digest," says Biety, *"we reach quality audiences in a prestige medium. And localized Digest editing helps the reception of our localized selling efforts. These are two of the main reasons why we have advertised in the Digest frequently since 1940 . . . when we went into the first issue of a Digest edition which carried advertising."*

Current advertising

In December Parker advertised in the Digest around the world and qualified for a 10% global discount. The Digest is the *only international medium* that this successful advertiser currently is using.

Special international advantages

The Parker Pen Company and nearly 4,000 other advertisers are using the International Editions of the Digest. This unique medium offers all these advantages:

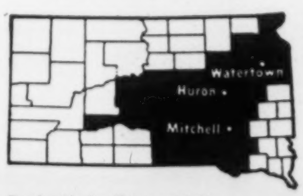
- ***Largest total audience of any publication.*** The Digest is read by more than 65,000,000 people every month—more than 30,000,000 outside the United States.
- ***Largest audience of executives.*** The Digest reaches more than 2,700,000 business executives outside the U.S.
- ***Exceptional cost efficiency for reaching general and business audiences.*** In using the International Editions, your sales messages reach the heart of the quality market overseas—community leaders emulated by their neighbors; business executives who influence the purchasing of both their companies and their associates. And you cover these people at an extremely low cost per thousand.
- ***Local-language medium—locally edited.*** The 28 International Editions are published in 13 languages. Articles are translated in accordance with local tastes. So each edition gets a warm welcome. In many countries the Digest has become the best-selling magazine.
- ***Market-by-market flexibility.*** You can use different presentations in different markets—fit your coverage to your needs—and still benefit from the international prestige and consistent quality of Reader's Digest.
- ***Production economy.*** Uniform production specifications help eliminate problems such as resizing. And artwork for more than one edition need be color-separated only once.

The world's most powerful selling force
is local wherever it goes

Reader's Digest

Bought by more than 20,000,000
people around the world each month

36% of SOUTH DAKOTA'S SPENDABLE INCOME



Exclusively Covered by:

THE TRIPLE MARKET GROUP

- HURON DAILY PLAINSMAN
- MITCHELL DAILY REPUBLIC
- WATERTOWN PUBLIC OPINION

Sold in combination and nationally
represented by
Johnson, Kent, Gavin & Sinding Inc.

Truppe, LaGrave & Reynolds, Des Moines, Ia., billed $600,000 in 1959, of which $25,000 was in capitalized fees. No billings were reported for 1958. Accounts added were Des Moines Industrial Bureau, American Dairy Assn. of Iowa, Iowa Dairy Industry Commission, J. I. Case Dealers, Briggs Hospital Forms Co., Iowa State Fair. Media breakdown: newspapers 25%, magazines 4%, radio 23%, television 25%, outdoor 1%, business papers 10%, farm publications 10%, "other" 2%. The agency has six fulltime and several parttime employes. The agency expects a 10% increase in business in '60.

Van Brunt & Co., New York, billed $900,000 in 1959, of which $150,000 represented capitalized fees. In 1958, comparable figures were $600,000 and $150,000. Van Brunt added Air-India International, U. S. Chamber of Commerce's *Nation's Business,* and American Trade Publishing, and reported no losses. Media breakdown: newspapers 50%, magazines 20%, business papers 10%, direct mail and merchandising promotion 20%. The agency has 12 employes, and looks for a 50% gain in volume in 1960.

Charles E. Vautrain Associates, Holyoke, Mass., billed $658,480 in 1959, of which $532,849 represented capitalized fees, and $2,050 represented business done outside the U. S. Comparable figures in 1958 were $654,757 and $528,510, but no business was done outside the U. S. that year. During the year the agency added Tubed Chemicals, Agricultural Co. of Pan America, Metocraft Alloy & Plastic Co., Tippet Jig Bore Tool Co., Premoid Corp., and Anderson Tool Co. It lost Hale Co. and Rogers Plastics Corp. Media breakdown: newspapers 5%, magazines 90%, radio 2%, outdoor 1%, farm publications 1%, transit advertising 1%. The agency has seven employes and expects its 1960 volume to rise 10%.

Lester Voorhees Co., Beverly Hills, Cal., billed $275,500 in 1959, of which $10,500 was in capitalized fees. In 1958 it reported billings of $130,000. No important accounts were added during the year and Darco Industries was lost in February. Media used included newspapers, magazines, outdoor, business papers and point of sale. The agency has four employes and sees a 20% rise in 1960 billings.

Waghorne & Associates, San Antonio, billed $614,833 in 1959, of which $259,949 was in capitalized fees. In 1958 the agency billed $416,056 with $135,069 capitalized. It added Howard Aero, Milk Producers Assn., Reliance Mfg. Co. and H. E. Butt Grocery Co. during the year and reports no accounts lost. Newspapers got 28% of the billings, radio 29%, television 21%, outdoor 14%, and business papers 8%. Waghorne has 10 employes and expects a 20% rise in 1960 billings.

Harold C. Walker Advertising, Minneapolis, billed $450,000 in 1959, of which $225,000 represented capitalized fees. The agency reported the same figures for 1958. It added one account, Dispatch Oven Co. Billings breakdown: newspapers 10%, business papers 75%, farm publications 15%. The agency has seven employes and expects a 25% increase in 1960 volume.

George J. Walsh & Co., New York, reports 1959 billings of $816,700 of which $66,700 was capitalized fees. Newspapers got 50% of the billings, business papers 25%, magazines 10%, radio, outdoor and transit advertising 5% each. The agency expects 1960 volume to be about the same as 1959.

Watson-Manning Advertising, Stratford, Conn., billed $498,880 in 1959, of which $485,260 was in capitalized fees. In 1958 the agency reported $720,223 billings, with $692,916 in capitalized fees. It added Auto-Blow Corp., a subsidiary of National Cleveland Corp., and National Cleveland's plastics and chemicals division. All billings went into magazines. There are nine employes and a 10% rise is expected in 1960 volume.

Webster/Harris/Welborn Advertising, Lubbock, Tex., billed $401,838, of which $314,961 was space and time and $86,876 capitalized fees. In 1958 billings were $394,380 with $313,180 in space and time and $81,200 capitalized. The agency added Rix Funeral Home and State Savings & Loan Assn., both in Lubbock, and reports no losses. Television got 40% of the billings, radio 20%, supplements about 12%, newspapers, magazines and farm publications about 6% each, outdoor 5% and other media about 4%. There are ten employes in one office and a 5% rise in 1960 volume is predicted.

Weekley & Valenti, Houston, Tex., billed $622,500 in 1959, of which $301,500 represented capitalized fees. In 1958, billings totaled $560,000, including $270,000 in capitalized fees. The agency added several small accounts and lost none. Media breakdown: newspapers 10%, radio 5%, outdoor 10%, business papers 60%, point of sale 15%. The agency has six employes and expects business to rise 8% in 1960.

Additional Copies, $1

This annual agency billings issue of ADVERTISING AGE is valuable as a permanent reference, so AA suggests that each reader file his copy where it won't go astray. Meanwhile, as long as the supply lasts we will gladly fill all requests for additional copies. The price is $1 a copy.

Robert E. Weissman Associates, New York, billed $62,350 in 1959, of which $33,350 was in capitalized fees. It added Capitol Airways and Universal Airlines and lost Manhattan Adhesives. Media breakdown: newspapers 83%, radio 14%, and business papers 3%. It has three employes, and expects business to rise 20% in 1960.

Wendt Advertising Agency, Great Falls, Montana, billed $462,604, of which $135,318 was in capitalized fees and $327,286 in space and time. In 1958 the agency billed $416,358 with $106,698 capitalized and $309,660 in space and time. The agency added Western Acceptance Finance Co. in September, lost Montana Flour Mills Co. in July. Newspapers got 45% of the billings, television 35%, magazines 7%, radio 6%, outdoor 5% and farm publications 2%. There are six employes in one office and a 10% rise is forecast for 1960 billings.

E. Taylor Wertheim, New York, billed $315,000 in 1959, of which $15,000 represented capitalized fees. This compares with 1958 billings of $270,000. It added the Salvation Army while losing no accounts. Media breakdown: newspapers 25%, magazines 50%, supplements 5%, radio and tv 5%, business papers 15%. The agency employs five persons and expects 1960 volume to increase 5%.

Weston Associates, Manchester, N. H., billed $400,429 in 1959, of which $69,744 was in capitalized fees. Comparable figures in 1958 were $365,360 and $53,360. During the year the agency added Pembroke Boat Co.; Greenfield Industries, mail order house; Genest Bros., bakery; Essex Savings Bank and Haverhill Savings Bank. Media breakdown: newspapers 25%, magazines 14%, radio 19%, tv 2%, outdoor 4%, business papers 34%, point of sale 2%. Weston has 11 employes, and expects its 1960 volume to be up 20%.

Herman J. Wibel, Contoocook, N. H., billed $102,774 in 1959, of which $56,386 was capitalized fees. Comparable figures in '58 were $95,474 and $52,376. Wibel reported no new clients or lost accounts for '59. Media breakdown: 46% in business papers; "other," 54%. The agency has one employe and expects a 10% gain in volume in 1960.

William R. Williams Inc., Chicago, billed $298,043 in 1959, of which $86,043 represented capitalized fees. Comparable figures for 1958 were $58,004 and $8,004. During the year, the agency lost no accounts and added three: Lynwood Development Corp., Patricia Stevens Cosmetics and Nadco Sporting Goods Co. Media breakdown: newspapers 15%, magazines 20%, radio 10%, tv 5%, business papers 30%, point of sale 20%. The agency employs six persons and expects 1960 volume to rise 50%.

Herbert Willis & Associates, Minneapolis, billed $612,686 in 1959, of which $118,432 was capitalized fees. Comparable figures in '58 were $487,334 and $93,013. During '59 the agency added the corporate, chemical products, plastics, and Crosby aeromarine divisions of Archer-Daniels-Midland Co. It lost no accounts. Media breakdown: newspapers 25%, magazines 6%, radio 10%, tv 8%, business papers 15%, farm publications 17%, "other" 19%. Willis has nine employes, and expects 1960 volume to be up 23%.

Winn-McLane Associates, Austin, Tex., billed $372,200 in 1959, of which $220,200 represented capitalized fees. In 1958, comparable figures were $182,000 and $22,000. It added Brown Schools for Exceptional Children and Texas Assn. of Broadcasters, lost Holsum Baking Co. in August. Media breakdown: newspapers 10%, magazines (including business papers and farm publications) 15%, radio 10%, television 25%, point of sale 15%, fees and production 25%. The agency has five employes, and sees 1960 about 10% ahead of 1959.

Womack-Snelson Advertising, Odessa, Tex., billed $379,887 in 1959, of which $89,040 represented capitalized fees. Comparable figures for 1958 were $350,938 and $66,033. Billings broke down as follows: newspapers 30%, business papers 30%, television 12%, outdoor 8%, radio 5%, point of sale 1% and other 14%. The agency reports 12 employes in three offices and predicts a 5% gain in volume for 1960.

Wright Advertising Agency, Pittsford, N. Y., billed $329,700, including $69,700 in capitalized fees, last year. The 1958 total was $289,000, including $57,000 in fees. The agency gained Timerson Canning Co. and lost the York Modern Corp. in '59. Media breakdown: newspapers 30%, magazines 29%, radio 2%, television 2%, outdoor 2%, business papers 20%, farm publications 12%, transit advertising 2%, point of sale 1%. Wright employs six persons in one office and anticipates a 15% gain in volume this year.

Chris Yaneff Ltd., Toronto, billed $376,750 in 1959, of which $166,750 represented capitalized fees and $10,000 represented billing outside of Canada. In 1958, the agency billed $336,000, with $146,000 of that figure in capitalized fees and $4,000 in foreign billing. Yaneff added Heintzman & Co. Ltd., Ampex American Corp., and Ascot 27 Hotel. Media breakdown: newspapers 20%, outdoor 2%, magazines 15%, business papers 55%, radio 3%, tv 5%. The agency has seven employes and forecasts a 20% gain in volume in 1960.

Yount Co., Erie, Pa., billed a total of $605,874 in 1959. Billing in 1958 was $525,764. Yount added Dad's Dog Food, Erie County Gulf Dealers and Century Brick Corp. of America. Media breakdown: newspapers 20%, outdoor 20%, business papers 10%, radio 30%, tv 20%. The agency has eight employes in two offices—the agency will open a new office in Ft. Lauderdale, Fla., in February—and forecasts a 10 or 20% gain in volume in 1960.

Zum & Kirshner, New York, billed $777,000 in 1959, of which

Color Capital...

London

ONTARIO CANADA

. . . fully equipped to handle everything from fluorescent to full color advertisements, The London Free Press last year carried 1,016,500 lines in color!

folks in . . .

MEMPHIS

are spending more

..12.4% more to be exact

Bank debits in Memphis for 1959 show an increase of 12.4 per cent—or a gain of $1,205,362,992.00 over 1958 in "money turnover."

Not only do Memphis Newspapers cover the City of Memphis where this happened, but also the Memphis Metro Area and 75 additional counties—a TOTAL MARKET of 2,607,736 population!

TOTAL MARKET coverage provided by Memphis Newspapers is big by any comparison—in the top 15 in the nation, as a matter of fact!

TOTAL Memphis Market over 2,500,000 population

MO
TENN
ARK
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The Dominant Dailies in the Mid-South

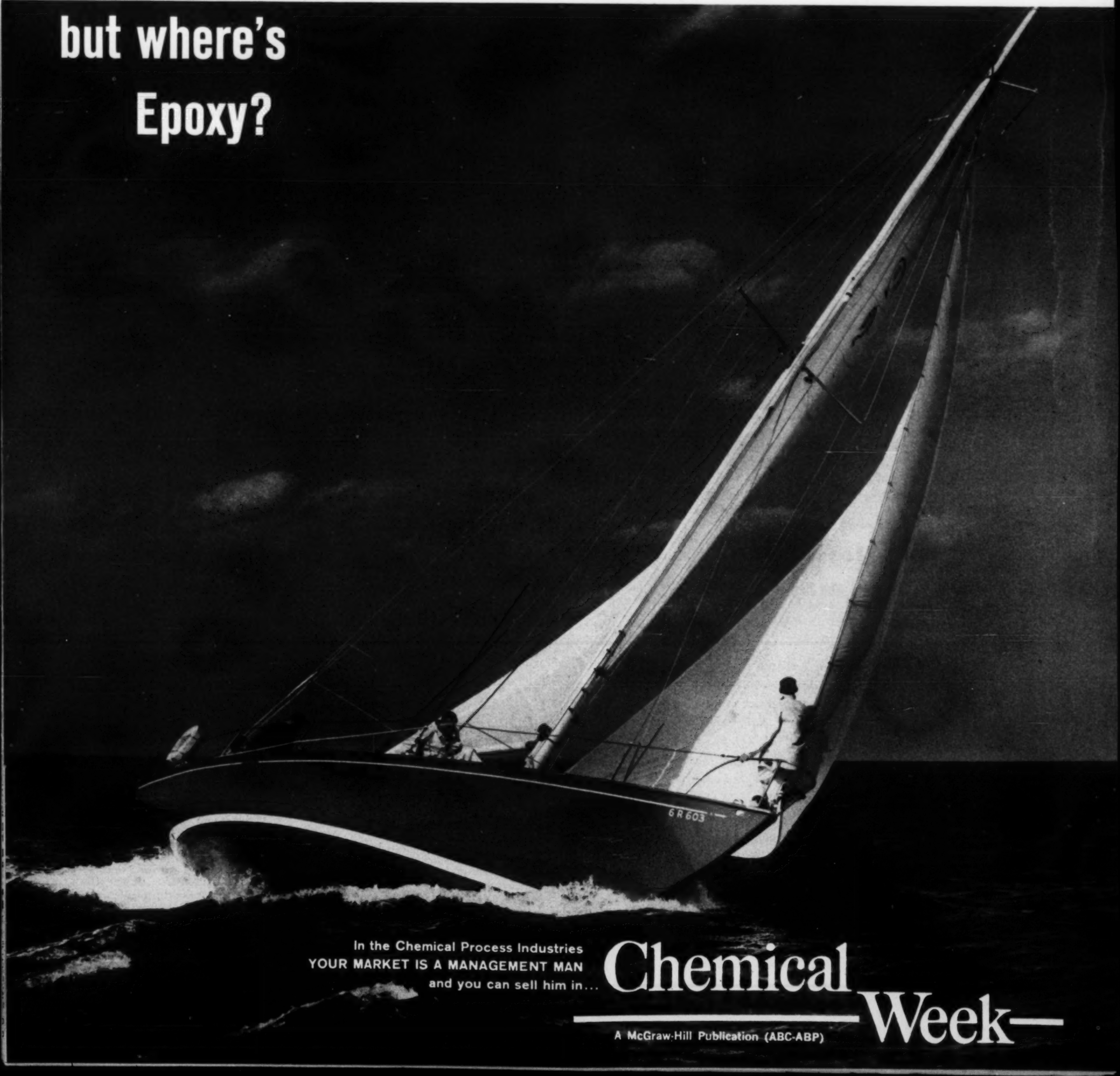
THE COMMERCIAL APPEAL
MEMPHIS PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

Polyester's got a breeze all right... but where's Epoxy?

Competition is keen in the Chemical Process Industries! Take pleasure boats...with plastics fighting over their already fat 40% of the market...with demand doubled in a year's time, and slated to do it again before the mid-sixties. Polyester resins are way out front now... but epoxies are driving hard... with a host of other CPI plastics and materials very much in the race.

It's an exciting story and typical of CHEMICAL WEEK...where alert, multi-functioned CPI-Management seek the business perspective that pays off in profits. It's all news—*both technical and non-technical!* It prods the bosses to investigate new methods and markets... moves them to invest in more modern equipment and materials...solves specific job problems, gives ideas and direction... *shows them how to spend money to make more money!*

Industry-wide, job-deep...for shirt-sleeved operating chiefs or well-tailored execs in the front office... it's the market's basic authority, communications center—*spokesman-in-print!* That's why CHEMICAL WEEK takes your product farther, faster...*closer to the men who mean business*...in CPI-Management's *own* magazine!



In the Chemical Process Industries
YOUR MARKET IS A MANAGEMENT MAN
and you can sell him in...

Chemical Week

A McGraw-Hill Publication (ABC-ABP)

$180,000 represented capitalized fees. Comparable figures for 1958 were $522,000 and $160,000. The agency added three accounts—Ransome Co., Reid-Avery and De Soto Lakes. It put 60% of its billings into magazines, 29% into business papers, 8% into newspapers and 3% into radio. The agency has 11 employes in two offices and looks for a 10% volume gain in 1960.

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121 Foreign Agencies Report 1959 Billings

Dentsu Volume Up 25% to $123,000,000; Benson of Britain, $39,000,000

New York, Feb. 23—For agencies outside the U.S. and Canada, 1959 was an excellent year.

Billings of overseas agencies were up almost universally last year—and in most cases they were up substantially.

Foreign agency billings were reported for the first time last year in Advertising Age's annual survey. At that time, AA presented the 1958 billings of 72 agencies in 22 countries.

This year, AA is reporting the 1959 billings of 121 agencies in 26 countries.

This 50% increase in the number of agencies covered resulted mainly from a sharp increase in the number of agencies reporting their volumes directly to AA.

Volumes of individual agencies varied from a low of $123,000 to a high of $123,000,000 and the two extremes both came from the same country—Japan. The low figure was reported by Oriental Advertising, while the high came from the giant Japanese shop, Dentsu Advertising.

Dentsu, which increased its billings by nearly 25%, thus again led all the other non-U.S. agencies. Since Dentsu handles some 5,000 clients and does more than a third of total Japanese advertising, its expansion represents the general expansion of advertising in Japan.

All the agencies reporting from Japan did well last year. Hakuhodo Advertising Agency, another big Tokyo shop, increased its billings from $16,000,000 to $23,000,000.

■ Of the 120 agencies whose billings are reported below, 42 are British. Britain is the only country outside of the U.S. where advertising volume now exceeds $1 billion annually and for this country alone AA is including the billings of U.S. branch offices to give a more complete picture of the British agency scene.

Also, in the case of Britain alone, AA has estimated the billings of a number of important British agencies and the phrase, "estimated," is therefore used in connection with some figures from this country. In all cases, however, this estimate is based on careful investigation by AA's London correspondent.

■ Last year only eight British agencies reported their billings directly to AA; this year the number was over 20.

The British shops certainly had a buoyant "year." S. H. Benson Ltd. moved up from $32,000,000 to $39,000,000; London Press Exchange had a similar gain, moving from $32,400,000 to $38,000,000; J. Walter Thompson Co. advanced from $32,000,000 to $37,000,000; Colman, Prentis & Varley jumped from $39,000,000 to $44,000,000, more than half of this billed outside of Britain, however.

Two British agencies—Mather & Crowther and Masius & Fergusson—moved above the $20,000,000 mark in 1959. M&F tacked on more than $6,000,000 in additional billings. And a third British shop, Erwin Wasey, Ruthrauff & Ryan, was just on the rim, with billings of $19,800,000—a gain of more than $4,000,000 over its 1958 level.

■ The prosperity of Western Europe can be read in these billings reports. Publicis, which continued as France's largest agency, added a host of new accounts and improved its volume 20% to bill a total of $12,000,000.

Another notable gainer in France was Agence Francaise de Propagande, up about 40% to pass the $5,000,000 mark.

In Sweden, Wilh. Anderssons Annonsbyra added $1,500,000 in new billings to reach a total of $9,192,000, the largest volume reported for this country.

■ Big gains were also racked up in West Germany. The Hegemann agency jumped from $6,000,000 to $9,525,000 and expects at least a 15% increase in 1960. The Troost and Gabler agencies also scored significant gains during the year.

Reported below are the billings of all of the agencies belonging to CAMA, a network of Western European agencies. CAMA reports that its members now have more than 1,500 employes and a total combined volume of approximately $50,000,000.

■ A number of leading agencies not covered last year are represented in this survey. Reporting now, for example, are AFAMAL, the big South African agency with billings in excess of $14,000,000, George Patterson Pty., the largest agency in Australia with billings approaching $10,000,000, and three leading Italian agencies—CPV Italiana, Omnia and SIRPI.

Returns from Latin America were scanty, reflecting perhaps the troubled economic and political conditions in that area. However, Noble Advertising in Mexico had another good year, crossing the $5,000,000 mark for the first time.

■ Two important points about these foreign reports again should be underscored:

1. The dollar figures used are based on free rates of exchange. In some cases, this results in considerably lower figures than conversion at the official rates.

2. Billings of individual agencies should be regarded *in their national contexts*, not in comparison with figures of U.S. agencies. Agencies billing less than $1,000,000 may still rank among the leaders in their respective countries.

■ The increased number of returns received by AA this year indicates that agencies abroad are losing some of their shyness about public exposure. However, it is still a factor—for one reason or another.

One European agency told AA that it would like to report its figures but added frankly that if it did publish its true volume it would be so much at variance with what it reports to the government that the agency principals would probably be locked up in jail after the issue appeared.

The following are the reports on each of the agencies, by country and in alphabetical order:

AUSTRALIA

Hugh Berry Co., Sidney, 35-year-old agency, billed $925,000 in 1959, compared with $900,000 in 1958. The agency neither gained nor lost any major accounts during the year. Berry handles some 50 clients, among them Revlon, Kodak (22 years), British-American Tobacco (33 years), Balm paints (30 years) and White Horse whisky (30 years). It put 74% of its billings into newspapers, 14% in television, 9% in radio, 2% in magazines and 1% in outdoor. The agency has 90 employes in three offices and looks for a 10% volume gain in 1960.

Briggs, Canny, James & Paramor, Sydney, billed an estimated $4,000,000 in 1959. The agency was formed Jan. 1, 1960, by a merger of Canny, Paramor & Canny, Sydney, with Briggs & James, Melbourne. Last year Canny, Paramor reported 1958 billings of $2,255,000. The agency has 135 employes in two offices and expects to be billing $4,500,000 in 1960.

John Clemenger Pty., Melbourne, billed $2,000,000 in 1959. The agency added one client—Du Pont—and dropped one—Glazebrooks paints—during the year. Among its major accounts are Australian Motor Industries, Timken, Westinghouse, Godfrey Phillips, Kia-Ora division of Campbell Soup, National Brands and A. G. Spalding. The agency has two offices and looks for a 25% increase in volume in 1960.

Rodney H. Evans Advertising, Sydney, billed $1,789,590 in 1959, of which $513,590 represented capitalized fees. Comparable figures for 1958 were $1,584,220 and $440,220. The agency added Edgell-Gerber baby foods and Lend Lease Corp.; it dropped the electrical division of General Industries. The agency put 48% of its billings into newspapers, 25% into production, 8% into television, 7% into radio, 6% into magazines, 3% into farm publications, 2% into outdoor and 1% into business papers. It has 70 employes in three offices and looks for a 23% volume gain in 1960.

Noel Paton-Warwick Advertising Services, Melbourne and Sydney, billed $2,250,000 in 1959, compared with $2,035,000 in 1958. The agency added Fruehauf Trailers, Automatic Electric Telephones, Ovo egg preserver, Blue Bird children's socks, Bradley diet pills, Caribbean plastic boats, Jaeger hosiery, John Carruthers Engineering Co. and Clyde Batteries; it dropped Freighter Trailers, Jarman shoes, Dairy Industry Bureau, Craigs Kitchen Center and Sutex Ltd. (hosiery). The agency handles 48 accounts and has 70 employes in its two offices.

George Patterson Pty., Sydney, the largest agency in Australia, billed $9,149,490 in 1959, compared with $7,627,577 in 1958. The agency notes that these figures do not include any fee business. The agency had a wonderful new business year, adding Agfa cameras, Air France, Berger paints, Berlei Ltd. (Maidenform bras), Malleys appliances, Swift canned meats and Bakeo pastry mix, Peanut Marketing Board and Television Broadcasters Ltd.; it dropped the Australian Wool Bureau. Newspapers and magazines took 57% of billings, television 17%, radio 16%, point of sale (including printing and display) 8% and outdoor 2%. The agency has 360 employes in four offices and expects a 20% billings increase in 1960.

AUSTRIA

Publicitas Webeges Elschaft, Vienna, billed $650,000 in 1959, compared with $525,000 in 1958. The agency, a member of CAMA, added Chlorodont toothpaste and Reichold. Media breakdown: newspapers 42%, radio 28%, outdoor 8%, magazines 6%, business papers 3%, supplements 2%, point of sale 2%, farm publication 1% and other media 8%. The agency has 42 employes and looks for a 20% gain in 1960.

BELGIUM

Bodden & Dechy Advertising Agency, Brussels, billed $1,905,000 in 1959, compared with $1,580,000 in 1958. The agency added Englebert-U.S. Royal tires, Frigidaire and other General Motors non-vehicle products and Du Pont. Media breakdown: newspapers 24%, magazines 14%, movie theater advertising 13%, outdoor 11%, business papers 3%, farm publications 1%, other media 34%. The agency looks for a billings increase of 10% in 1960.

Dorland, Brussels, billed $820,000 in 1959, of which $113,000 represented capitalized fees. Comparable figures for 1958 were $680,000 and $98,000. The agency is an associate of Benton & Bowles, New York, and last fall George Beaumont, B&B vp, moved from London to Brussels to become director in charge of marketing for Dorland. During the year the agency added Chevrolet, Vauxhall and Bedford vehicles of General Motors, Pyrex glass, Dralle hair tonic and a new product of Procter & Gamble (it was already

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Of course, neither these "advertising fellers" nor the newspapers care much whether or not readers credit them for the thought and care behind the ROP color work in their newspapers. What they do care about, is maximum readership—and action. These color-wise ad men know that experienced craftsmanship in photo-engraving the master plates is all-important in obtaining this moving quality in printed reproduction • It's logical that so many of them regularly come to ROGERS—who pioneered in developing and perfecting processes and skills essential to fine newspaper—and all—color advertising.

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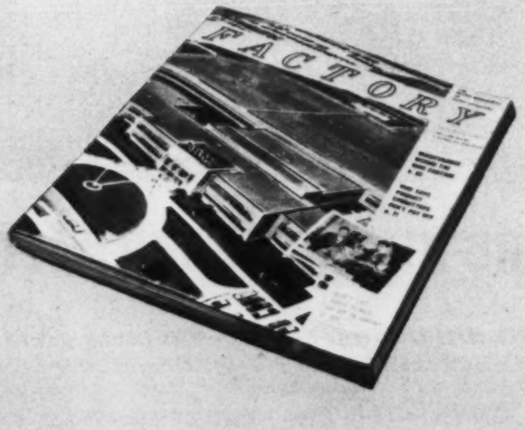
When you want to advertise to men who buy things in manufacturing plants, consider that there is only one businesspaper that (1) aims its circulation only at manufacturing, and (2) that deals editorially only with the ideas and equipment and management techniques needed by the men who manage plant operations in manufacturing:



FACTORY, A McGraw-Hill Publication (ABC-ABP) 330 West 42nd Street, New York 36, New York

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That's Bill Denny, *Executive V.P. in charge of the Construction Department of Merritt-Chapman & Scott Corp.*

Big ideas need big men—men of knowledge, drive and imagination. Men like William Denny, one-time "construction stiff" who, as head of Merritt-Chapman & Scott's world-wide building and construction operations, has overall responsibility for more than ***$550,000,000*** *worth of projects covering every field of construction.*

At 58, Bill Denny, known on M-C&S construction jobs from California to Massachusetts, and from Labrador to Australia, has more than 40 years of rugged experience under his belt—33 of them with Merritt-Chapman & Scott, which he joined as a foreman in 1927.

From his home base in New York, Bill Denny currently flies an average of 6,000 miles a month to supervise three widely-separated projects—Glen Canyon Dam in Arizona, Priest Rapids Dam in Washington and the main generating plant of New York's mammoth Niagara Power Project. Bill marshalled the men, equipment and resources to win these three contracts within a period of 22 months—the three biggest competitively-bid construction projects ever

NIAGARA GENERATING PLANT, constructed by Merritt-Chapman & Scott Corp. for the Power Authority of the State of New York, key unit of the Niagara Power Project.

The project's 2.19 million kw will be the largest installed generating capacity in the free world. Located four miles downstream from Niagara Falls, the plant is being built into the side of the 314-foot cliff forming one wall of the Niagara River gorge. Plant will be 1,100 feet long when completed. Excavation required removal of more than 9.7 million cubic yards of rock.

In addition to the Niagara Generating Plant, M-C&S is constructing—under the overall supervision of Bill Denny—the Intake Works and 8,000 feet of the Waterways for this $720-million project.

awarded one company (total value: more than $305,000,000).

Men like Bill Denny—the men under the hard hats who are transforming the face of America with big projects based on big ideas—have to keep abreast of new developments in all phases of construction: engineering, design, financing. These are the men who turn each week—as part of their jobs—to Engineering News-Record for the latest news and information on the machinery, materials, methods, money and manpower they employ in their work. These are the men you reach when you advertise in Engineering News-Record.

Read weekly by all the men who wear construction's hard hat:

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Contractors · Owners

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handling Camay and Daz for P&G). The agency has 33 employes and expects a 15% billings gain in 1960.

Marechal & Goffoy, Brussels, billed $410,000 in 1959, of which $10,000 represented capitalized fees. Comparable figures for 1958 were $275,000 and $5,000. The agency added Gulf Oil, Liebig and Heinz Van Landerwijck, P. Lorillard Co. representatives; it dropped Electronic Associates. Media breakdown: newspapers 37%, magazines 25%, point of sale 12%, radio 10%, outdoor 3%, 1% each for television, business papers and farm publications and 10% for sales promotion. The agency has 22 employes and looks for a 40% volume gain in 1960.

Plans S. A., Brussels, billed $360,000 in 1959, up considerably from the $200,000 billed in 1958. The agency added a number of new accounts: AMF Overseas Corp., Au Bon Marche department store, Cotton Bureau, Courtheoux (leading Belgian grocer), Ixelberg beer, Materne jam, Odol, Elna sewing machines and Ju'cy. Media breakdown: newspapers 70%, outdoor 8% and the remainder scattered over other media. The agency has 22 employes and looks for a 50% gain in 1960.

Publicontrol S.A., Brussels, billed $2,160,000 in 1959, compared with $1,872,000 in 1958. The agency added Beiersdorf, Imperial Products and Chrysler International; it dropped the Beecham Group. Newspapers and magazines each took 35% of billings. The agency has 70 employes in two offices and looks for a 15% volume gain in 1960.

Publi-Synthese & R. L. Dupuy, Brussels, billed $1,100,000 in 1959, compared with $850,000 in 1958. The agency had a great new business year. No accounts were lost and the following were added: Siemens radio and television, Paillard cameras, Wielemans beer, Bernina sewing machines and Defawes radiators and central heating units. The agency placed 45% of its billings in newspapers and magazines, 30% in printed matter, 20% in outdoor and 5% in radio. It has 50 employes and expects to increase its billings 25% in 1960.

Publicite Vanypeco, Brussels, billed $2,126,647 in 1959, compared with $1,993,592 in 1958. The agency, a member of CAMA, added Nestor Martin (stoves, refrigerators), Cote d'Or candy, Camelia-Tempo (paper products), Salon de l'Auto and Sodefina (finance company). It has 120 employes in four offices and looks for a billings gain of 12% in 1960.

BRITAIN

Arks Publicity, London, billed an estimated $1,960,000 in 1959. The agency added Long's Irish Linen, London Dance Institute, Phillip's Furnishing Stores, Gumption Products and British Relay Wireless.

Alfred Bates & Son, London, billed an estimated $3,500,000 in 1959, compared with an estimated $3,360,000 in 1958. Among its accounts are Cambrian air service, Kilvert's lard, Randora wine, Smoothedge carpet fitter. During 1959 the agency added Slenderella corsetry, Wolf garden tools, Psychology Publishing Co., and Yaxa. The agency has branches in Liverpool, Manchester, Newcastle and Glasgow.

S. H. Benson Ltd., London, billed $39,000,000 in 1959, of which $3,000,000 represented advertising done overseas. The agency billed an estimated $32,000,000 in 1958. These figures include the billings of three Benson-owned agencies: Longleys & Hoffman of Birmingham ($3,500,000), Keymer Advertising ($2,100,000) and Spottiswoode Advertising ($2,500,000). Overseas advertising goes through another subsidiary, Bomas Ltd. Benson added Gillette and BMK carpets during the year. Benson is one of the founding partners of Ogilvy, Benson & Mather, New York. Some 700 persons are now employed by all the Benson units in Britain.

Clifford Bloxham & Partners, London, billed $4,710,200 in 1959, of which $400,200 represented capitalized fees. Comparable figures for 1958 were $3,746,600 and $176,600. The agency moved into the soap-detergent field with a new product assignment from Unilever and during the year also added Pilot radio and tv sets, Galloways cough syrup and the central heating division of Radiation Inc. The agency is well known for its Schweppes advertising. It placed 50% of its billings in newspapers, 33% in television, 14% in magazines and the remaining 3% in outdoor and business papers. The agency has 140 employes and expects to increase its volume by one-third in 1960.

T. B. Browne Ltd., London, billed an estimated $4,000,000 in 1959, compared with an estimated $3,030,000 in 1958. Among its accounts are Highland Queen whisky, Buckingham furniture and Mason's OK sauce during the year. It added Philco International and Solo Orchard Ltd.; it dropped Mackintoshes toffees.

Samson Clark & Co., London, billed an estimated $5,040,000 in 1959, compared with $4,542,000 (revised) in 1958. The agency added Burgoyne wine, Lloyd shirts and Facit computers; it dropped Emu wine.

Colman, Prentis & Varley, London, billed $44,450,000 in 1959, compared with $39,200,000 in 1958. The 1959 total comprised $14,700,000 domestic billing in Britain (compared with $12,600,000 in 1958); $11,900,000 in the rest of Europe; $11,900,000 in Latin America; and $5,950,000 elsewhere. This gave the agency a total overseas billing of $29,750,000, compared with $26,600,000 in 1958.

CPV, now in its 26th year, has offices in Belgium, France, Italy, Canada, Trinidad, Colombia, Venezuela, Singapore and Iran. During 1959 it opened offices in Switzerland and West Germany and this year moved into Chile.

It handles such major accounts as Austin Motors, Knorr Soups, Findus Frozen Foods, Pepsi-Cola, Quality Bakers of Britain, British European Airways, Shell Oil, J. Lyons, Elizabeth Arden, Harvey's Wines, and Wedgewood. It had an active new business year in 1959, picking up business from Du Pont, Remington Shavers, Yardley, British-American Tobacco, Saltine crackers, Aquascutum rainwear and Handy Andy cleaner, a Unilever product. It lost Associated Television and Philip Morris.

Advertising men credit CPV work for the Conservative party with helping to reinstate Prime Minister Harold Macmillan's government with an increased majority in the 1959 national election.

CPV took on this account in 1958, the first time a British political party had hired an advertising agency.

In all its offices the agency employs some 820 people. Chairman A.N.C. Varley expects 1960 billings to be higher by about 12%.

Crane Publicity Ltd., London, billed $3,221,400 in 1959, of which $450,000 represented capitalized fees. Comparable figures for 1958 were $2,646,000 and $375,000. The agency neither gained nor lost any important accounts during the year. Newspapers and magazines took 57% of billings, television 26%, other media 17%. The agency has 60 employes and sees 1960 about the same as 1959.

W. S. Crawford Ltd., London, billed an estimated $13,160,000 in 1959, compared with an estimated $10,360,000 in 1958. The agency added Pakistan Air Lines, having dropped KLM the previous year. Hardest blow during the year was the loss of Gillette, a 25-year-old account, following changes in top management at the client end. During 1959 it also picked up D.E.R. radio and tv rentals, Beautility furniture and Spanish oranges.

Dolan, Ducker, Whitecombe & Stewart, London, billed $7,250,000 in 1959, of which $2,100,000 represented capitalized fees. Comparable figures for 1958 were $5,200,000 and $1,900,000. The agency had a big year.

No major accounts were lost while the following were added: Trans World Airlines (all advertising outside the U.S.), Chesebrough-Ponds (Vaseline shampoo, Vaseline hair tonic), Chrysler International (Valiant), Scripto, Unilever's Fram deodorant and Spree (a soft drink), Skol lager from Ind Coope (Britain's biggest brewer) and Nestea from Nestle.

The agency put 30% of its billings into television, 25% into newspapers, 20% into magazines, 10% into outdoor and 15% into other media. Two new offices—in Paris and Frankfurt—were opened during the year. The agency now has 128 employes in four offices and looks for a 30% increase this year.

Dorland Advertising Ltd., London, billed an estimated $8,400,000 in 1959, compared with an estimated $6,440,000 in 1958. Strong in the auto field (Rolls Royce, Bentley & Morris autos, Wakefield and Castrol oils, Pirelli tires), the agency added Emu wine, Gor-Ray skirts and Grandees slacks during the year; Slenderella was dropped.

Erwin Wasey, Ruthrauff & Ryan, London, subsidiary of EWRR, New York, billed $19,800,000 in 1959, compared with $15,600,000 in 1958. The agency set a monthly volume record in October when it racked up billings of $2,400,000. Established in London 50 years ago, the agency now has 420 employes in three offices.

New offices were opened recently in Newcastle and Glasgow and the agency moved its London headquarters office to Williams

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In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the *formula* which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1.25 postpaid.

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"Attention Book Department."

In the billion-dollar-plus market that is Metropolitan GARY-HAMMOND-E. Chicago (Ind.) . . . it makes a lot of sales-sense to advertise

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House & Home *advertisers* (in 1959 and the first quarter of 1960)

- Admiral Corp.
- Ador Sales, Inc.
- Aeronca Mfg. Co.
  - Material Products Div.
- Air Conditioning
  - & Refrigeration Institute
- Airtemp Div.
  - Chrysler Corp.
- Alliance Ware, Inc.
- Alsco, Inc.
- Aluminum Co. of America
- Aluminum Window Mfrs. Association
- Amchem Products, Inc.
- American Air Filter Co.
- American Biltrite Rubber Co.
  - Amtico Flooring Division
- American Brass Co.
- American Gas Association
- American Home Lighting Institute
- American Home Magazine
- American-Marietta Co.
  - Paint Division
- American Olean Tile Co.
- American Rock Wool Corp.
- American-Saint Gobain Corp.
- American Screen Products Co.
- American-Standard Corp.
  - Air-Conditioning Div.
  - Plumbing and Heating Div.
- American Steel & Wire Div.
  - United States Steel Corp.
- American Telephone & Telegraph Co.
- Amerock Corporation
- Andersen Corporation
- Answer America, Inc.
- Appleton Coated Paper Co.
- Arcadia Metal Products, Inc.
- Arkla Air Conditioning Corp.
- Armstrong Cork Co.
  - Flooring Div.
- Armstrong Furnace Co.
- Arvin Industries, Inc.
- Austin Industries
- Athens Stove Works
- Baldwin-Ehret-Hill, Inc.
- Barber-Colman Co.
- Barclay Mfg. Co.
  - Barclite Corp. of America
- Barrett Division
  - Allied Chemical Corp.
- Bell & Gossett Co.
- C. L. Berger & Sons
- Berko Electric Mfg. Corp.
- Berry Door Corporation
- Besser Co.
- W. G. Best Homes, Inc.
- Bestwall Gypsum Co.
- Better Homes & Gardens
- Bird & Son, Inc.
- The Birge Company
- Black White Limestone Company
- Borg-Warner Corporation
- Bostitch, Inc.
- Briggs Manufacturing Co.
- Broan Manufacturing Co.
- Brown Co.
  - Bermico Div.
- E. L. Bruce Co.
- Bryant Electric Div.
  - Westinghouse Elec. Corp.
- Bryant Mfg. Co.
  - Div. of Carrier Corp.
- Bulldog Electric Products Div.
  - I-T-E Circuit Breaker Co.
- Burr Southern Div.
  - State Steel Industries, Inc.
- Butler Manufacturing Co.
- Bur-Val Mfg. Co., Inc.
- Cabana Pools, Inc.
- Samuel Cabot, Inc.
- California Redwood Association
- Caloric Appliance Corporation
- Campbell-Hausfeld Company
- Canvas Awning Institute, Inc.
- Capitol Products Corporation
- Caradco, Inc.
- The Philip Carey Manufacturing Co.
- Capri Sales, Inc.
- Carrier Corporation
- Carrollton Mfg. Co.
- Case Manufacturing Corporation
- Cast Iron Pipe Research Association
- Cavalier Corporation
- Ceco Steel Products Corp.
- The Celotex Corporation
- Central Metal Strip Co.
- Certain-Teed Products Corp.
- Chambers Built-Ins, Inc.
- Chase Brass & Copper Co.
- Clay Flue Lining Institute
- The Coleman Co.
- Colonial Products Co.
- Colorado Fuel & Iron Corp.
- Color Scheme Originals
- The Columbia Mills, Inc.
- Consolidated General Products, Inc.
- Conseweld Corporation
- Copper & Brass Research Association
- P. & F. Corbin Div.
  - American Hardware Corp.
- Crane Co.
- Crawford Corporation
- Crawford Door Company
- The Crestline Co.
- Cribben & Sexton Co.
- Crossett Lumber Co.
- Crown Zellerbach Corp.
- Cupples Products Corporation
- Curon Division
  - Curtiss-Wright Corporation
- Curtis Companies, Inc.
- Daryl Products Corp.
- Davis Products Company
- Delco Appliances Div.
  - General Motors Corporation
- Delco Products Div.
  - General Motors Corporation
- Delta Faucet Company
- DeVac Inc.
- Dixie Products Inc.
- The Donley Brothers Co.
- Douglas Fir Plywood Association
- Ductless Hood Co.
- W. E. Dunn Mfg. Co.
  - Brikcrete & Redibrik
- E. I. DuPont deNemours & Co., Inc.
  - Elastomers Division
- Duraflex Co.
- Dur-O-Wal Div.
  - Cedar Rapids Block Co.
- Dwyer Products Corp.
- Easy Laundry Appliances Div.
  - The Murray Corp. of America
- Easy-Heat Inc.
  - Div. Wolcraft Products
- Edison Electric Institute
- Edwards Engineering Co.
- Theodore Efron Mfg. Co.
- Electro-Air Cleaner Co., Inc.
- Electromode Div.
  - Commercial Controls Corp.
- Eljer Div.
  - The Murray Corp. of America
- Emerson Electric Manufacturing Co.
- Evans Brick Co.
- Evanite Plastic Co.
  - Div. The Evans Pipe Co.
- Farley & Loetscher Mfg. Co.
- Fasco Industries, Inc.
- Fastener Corp.
- Fedders Corp.
- Fiat Metal Mfg. Co.
- Filon Plastics Corp.
- Fleet of America, Inc.
- The Flintkote Co.
  - and Flooring & Adhesives Division
- Float-Away Door Co.
- Follansbee Steel Corp.
- Ivon R. Ford, Inc.
- Ford Motor Co.
- The Formica Co.
- Frantz Manufacturing Co.
- The Frigidaire Div.
  - General Motors Corp.
- Fuel-Econ-O-Mizer of the U.S. Inc.
- Gates & Sons
- GBH Way Homes, Inc.
- General Bronze Corp.
- General Chrome
- General Electric Co.
  - Live Better Electrically,
  - Large Lamp Dept., Wiring
  - Div., Laminated Products
  - Div., Room Air Conditioning
  - Div., Major Appliances, Home
  - Heating & Cooling
  - Dept., Medallion Homes
- General Homes Div.
  - General Industries, Inc.
- General Plywood Corp.
- General Tire & Rubber Co.
  - Building Materials Div.,
  - Pennsylvania Div.
- Georgia Pacific Corp.
- Geneva Modern Kitchens Inc.
- Gerber Plumbing Fixtures Corp.
- Gering Products, Inc.
- Gold Seal Div.
  - Congoleum-Nairn, Inc.
- B. F. Goodrich Co.
  - Flooring Div.
- B. F. Goodrich Chemical Co.
  - Geon Div.
- Goodyear Tire & Rubber Co.
  - Flooring Division
- Gorman-Rupp Co.
- Grant Pulley & Hardware Corp.
- Gustin-Bacon Manufacturing Co.
- Hall-Mack Co.
- Harnischfeger Homes Inc.
- Harris Manufacturing Co.
- Hastings Aluminum Products Inc.
- Higgins Industries, Inc.
- Edward Hines Lumber Co.
- Hobart Manufacturing Co.
- Holcomb & Hoke Mfg. Co.
- Holiday House Mfrs. Corp.
- Homasote Co.
- Home Comfort Manufacturing Co.
- Home Improvement Products Show
- Home Building Corp.
- Home Manufacturers Association
- Hotpoint Co. Div.
  - General Electric Co.
- House Beautiful
- H-P Products
- Frank G. Hough Co.
- Hunter Division
  - Robbins & Myers, Inc.
- Ida Products Co.
- Ideal Co.
- Inland Homes Corp.
- Inland Steel Products Co.
- In-Sink-Erator Mfg. Co.
- Insular Lumber Sales Corp.
- Insulite Division
  - Minnesota & Ontario Paper Co.
- International Harvester Co.
- International Oil Burner Co.
- Johns-Manville Corp.
  - Building Materials Div.,
  - Flooring Div., Pipe Div.
- Harold R. Jones, Inc.
- Josam Manufacturing Co.
- Kaiser Aluminum & Chemical Corp.
- Kelvinator Division
  - American Motors Corp.
- Kennatrack Corp.
- Kentile, Inc.
- Kewanee Mfg. Co.
- Keystone Steel & Wire Co.
- Kingsberry Homes
- Kitchenaering Co. of America
- Klise Manufacturing Co.
- Knape & Vogt Manufacturing Co.
- Knoll-Drake Products Inc.
- Kohler Co.
- Koppers Co., Inc.
  - Durethene Div.
- Kwikset Sales & Service Co.
- Leigh Building Products Div.
  - Air Control Products Inc.
- Lennox Industries, Inc.
- Lesco Homes Div.
  - Lester Brothers Inc.
- Leviton Manufacturing Co.
- Libbey-Owens-Ford Glass Co.
- Lightolier, Inc.
- Line Material Industries
  - McGraw-Edison Co.
- H. C. Little Burner Co., Inc.
- Lockwood Hardware Mfg. Co.
  - Div. of Independent Lock
- Long Bell Division
  - International Paper Co.
- Louisville Cement Co.
- Louver Mfg. & Supply Co.
- Harry Luig Associates
- Luxor Carpet Company
- Lyon, Inc.
- Magic Chef Inc.
- Major Industries
- Majestic Co., Inc.
  - Building Products Div.,
  - Heating & Air Conditioning Div.
- Malta Mfg. Co.
- Markel Electric Products, Inc.
- Marlite Div.
  - Masonite Corp.
- Masonite Corporation
- Massey-Ferguson Inc.
  - Industrial Div.
- Mastic Tile Division
  - The Ruberoid Company
- McCall's
- McKee Door Co.
- McQuay Inc.
- W. R. Meadows Inc.
- Mears Electric Controls, Inc.
- Meier Electric & Machine Co.
- Miami Stone Inc.
- Midwest Houses Inc.
- Miller Brothers Co. Inc.
- Miller Sliding Glass Door Co., Inc.
- Minneapolis-Honeywell Regulator Co.
- Minnesota Mining & Mfg. Co.
  - Adhesives, Coatings & Sealers Div.
- Miracle Adhesives Corp.
- Modular Homes Inc.
- Monsanto Chemical Co.
  - Plastics Div.
- Morgan-Wightman Supply Co.
- Mortgage Associates, Inc.
- Mt. Vernon Furnace & Mfg. Co.
- Mueller Brass Co.
- Municipal Service Co.
- Mutschler Brothers Co.
- National Association of Home Builders
- National Bureau for Lathing & Plastering
- National Clay Pipe Mfrs. Inc.
- National Concrete Masonry Association
- National Gypsum Co.
- National Homes Corp.
- National Lock Co.
- National Lumber Mfrs. Association
- National Manufacturing Co.
- National Oak Flooring Mfrs. Association
- National Pool Equipment Co.
- National Rubber Machinery Co.
- National-U.S. Radiator Corp.
- Nevamar Carefree Kitchens Inc.
- New Castle Products Inc.
- Nichols Wire & Aluminum Co.
- Norge Sales Corp.
  - Div. Borg-Warner Corp.
- Norton Door Closer Co.
  - Div. Yale & Towne Mfg. Co.
- Nutone Inc.
- Olin Metals Div.
  - Olin Mathieson Chemical Corp.
- D. W. Onan & Sons Inc.
- Orangeburg Manufacturing Co. Inc.
  - Div. The Flintkote Co.
- Overhead Door Corp.
- Owens Corning Fiberglas Corp.
- Pacific Lumber Co.
- Pease Woodwork Co.
- The Perma Stone Co.
- Pesco Products Div.
  - Borg-Warner Corp.
- Peterson Window Corp.
- Philco Corp.
- Pittsburgh-Corning Corp.
- Pittsburgh Plate Glass Co.
- Plextone Corp. of America
- Plyfloor, Inc.
- Plywall Products Co., Inc.
- Pomona Tile Co.
- Ponderosa Pine Woodwork
- Portland Cement Association
- Potlatch Forests, Inc.
- Powers Regulator Co.
- Precision Parts Corp.
- Presidential Homes
- Proway Inc.
- Progress Manufacturing Co.
- Radio Corporation of America
- Raynor Manufacturing Co.
- Ready Hung Door Corp.
- Red Cedar Shingle Bureau
- Red Jacket Manufacturing Co.
- Republic Steel Corp.
  - Industrial & Trade Building
  - Products, Kitchens Division,
  - Pipe Division, Truscon Division
- Fred Reuten Inc.
- Revco Inc.
- Reynolds Metals Co.
- Rez Wood-Tones Inc.
- Rheem Manufacturing Co.
- Richmond Homes Inc.
- Richmond Plumbing Fixtures Div.
  - Rheem Manufacturing Co.
- Rilco Laminated Products Inc.
- Roberts Manufacturing Co.
- Rock Island Millwork Co.
- Rodale Manufacturing Co.
- Roddis Plywood Corp.
- Rolscreen Co.
- Romar Filter Corp.
- R O W Sales Inc.
- George D. Roper Corp.
- Rowe Manufacturing Co.
- The Ruberoid Co.
- Russell & Erwin Div.
  - American Hardware Corp.
- St. Regis Paper Co.
  - Panelyte Div.
- Samuel Stamping & Enameling Co.
- Santiam Lumber Co.
- Sargent & Company
- Saturday Evening Post
- H. J. Scheirich Co.
- Schlage Lock Co.
- Schlegel Manufacturing Co.
- Scholz Homes Inc.
- Shake-A-Ply
- Shakertown Corp.
- The Shelby Spring Hinge Co.
- Sheraton Corp. of America
- Shower Door Co. of America
- Simpson Logging Co.
- Simpson Redwood Co.
- A. O. Smith Corp.
- Smith & Loveless Inc.
- Sonoco Products Co.
- Sess Manufacturing Co.
- Space Planner Inc.
- Southern Pine Association
- Spencer Chemical Co.
- Spotnails, Inc.
- Square-D Company
- The Stanley Works
- State Steel Industries Inc.
- Structural Clay Products Institute
- Stylon Corporation
- Superior Fireplace Co.
- Swanson Manufacturing Co.
- Swim-Queen Pool Co.
- Symons Clamp & Mfg. Co.
- Talk-A-Phone Co.
- The Tappan Company
- Tennessee Stove Works
- Textron Metals Co.
- Thermador Electrical Mfg. Co.
- The Thermo-Rite Mfg. Co.
- Thomas Industries Inc.
  - Lighting Fixture Div.
- Three Centuries
- Tile Council of America, Inc.
- Timber Engineering Co.
- Touch-Plate Mfg. Corp.
- Trade-Winds Motorfans Inc.
- The Trane Co.
- Tyler Pipe & Foundry Co.
- Ultra-Pane Inc.
- Unique Balance Inc.
- United States Ceramic Tile Co.
- United States Gypsum Co.
- U. S. Plywood Corp.
- United States Steel Homes
  - Div. United States Steel Corp.
- Universal C.I.T. Credit Corp.
- Universal Rundle Corp.
- The Upson Co.
- Uvalde Rock Asphalt Co.
  - Azrock Products Div.
- Valley Metal Products Co.
- Van Packer Div.
  - The Flintkote Co.
- Ventrola Mfg. Co.
- John C. Virden Co.
- Visking Co.
  - Division of Union Carbide Corp.
- Wadsworth Homes Inc.
- William Wallace Co.
- Wasco Products, Inc.
- Washington Steel Products Inc.
- Waste King Universal
- Weil Pump Co.
- Weiser Co.
- Welbilt Corp.
- Welsh Plywood Corp.
- Wesix Electric Heater Co.
- West Coast Lumbermen's Association
- West Virginia Pulp & Paper Co.
- Western Lock Manufacturing Co.
- Western Pine Association
- Western Red Cedar Lumber Association
- Western Veneer & Plywood Co.
- Westinghouse Electric Corp.
  - Air Conditioning Div.,
  - Major Appliance Div.,
  - Total Electric Home
- Weyerhaeuser Co.
  - Lumber & Plywood Div.,
  - Silvatek Div.
- Whirlpool Corp.
- David White Instrument Co.
  - Div. Realist Inc.
- White-Rodgers Co.
- Edwin L. Wiegand Company
- John Wiley & Sons, Inc.
- Willamette Valley Lumber Co.
- Winter Seal Corp.
- Wood Conversion Co.
- Wood Mosaic Corp.
- Wood Preserving Div.
  - Koppers Co., Inc.
- Yale & Towne Mfg. Co.
- Yeomans Brothers Co.
- York Corp.
  - Subsidiary Borg-Warner Corp.
- Youngstown Kitchens Div.
  - American-Standard Corp.
- Zegers Inc.

WESTERN ADVERTISING

- Comex of Arizona
- Fibreboard Paper Products Corp.
- Filon Plastics Corp.
- Forest Fibre Products Co.
- Gladding McBean & Co.
  - Hermosa Tile Div.
- Olympic Stained Products Co.
- Sani-top, Inc.
- Turn-A-Bore Equipment Co.
- Weyerhaeuser Co.
  - Silvatek Div.

IN AMERICA'S BIGGEST INDUSTRY…

almost everybody now *advertises* *in* House & Home

With very few exceptions, every important advertiser of housing products is now advertising in HOUSE & HOME. In January, for example, HOUSE & HOME carried 64% more advertising revenue than any other magazine in the housing industry. And more and more advertisers are concentrating their advertising in HOUSE & HOME to get maximum impact on the readers of the leading industry magazine. In the first quarter of 1960, HOUSE & HOME advertisers increased their space by 155 pages over the space they bought in the first quarter of 1959; 57 advertisers bought double spreads and 22 advertisers bought three consecutive pages or more (6 of these ran an average of 10 pages).

Last year, more advertisers invested their advertising dollars in HOUSE & HOME than in any other monthly trade or industrial magazine in any field.

This year, HOUSE & HOME is starting the '60's by *"going like '60!"* HOUSE & HOME advertising revenue was up 49% in the first quarter of 1960.

…because almost everybody *reads* House & Home

More builders of more houses than read any other builder magazine, and they vote three to one that HOUSE & HOME is their first choice magazine. More builders who buy more building products. More builders with display model houses. More builders big enough to own their own construction equipment.

Also, practically all residential architects. And more mortgage lenders—the men who have to appraise and finance the sale of your products in houses. And more realtors—the men who must sell your products to home-buyers as part of both the new house and the old house. And more dealers. And more distributors. And more prefabricators, FHA-VA officials and local building officials regularly read HOUSE & HOME.

HOUSE & HOME will carry your sales message to all these people for less than half of what it would cost you to try to reach them through any combination of lesser magazines.

House & Home *is going like* '60

housing professionals
depend on House & Home

published by TIME INC.

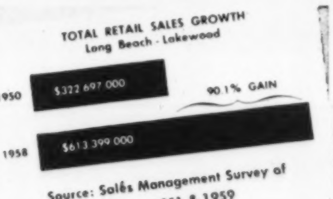
House opposite Paddington Station. The agency puts more than 40% of its billings into television. Among its clients are Hoover, Thos. Hedley, Goodyear, Philips, Revlon, Quaker Oats, General Milk Products, Coca-Cola and Bristol-Myers.

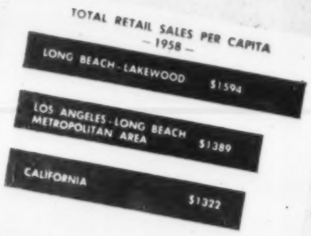
Everett's Advertising, London, billed $5,262,000 in 1959, of which $400,000 represented capitalized fees. Comparable figures for 1958 were $4,633,000 and $370,000. The agency had a wonderful new business year, adding 17 new accounts, among them Armstrong Cork, British Railways (eastern), Conde Nast, Diamond Corp., Kensitas cigarets, Lucky Charm nylons, Pearl & Dean, Pringle knitwear, United Steel Companies and Tibs cat foods. Media breakdown: newspapers 37%, television 20%, magazines 15%, business and farm publications 10%, outdoor 3%, other media (including point of sale and cinema advertising) 15%.

WANT NEW SALES RECORDS IN THE LOS ANGELES-LONG BEACH METROPOLITAN AREA?

Whatever you sell, you need Long Beach, a very important part of the nation's 2nd largest market

Here are two good reasons why:





Whatever you sell, you **need** advertising in these newspapers to accomplish your goal. The Independent, Press-Telegram covers nearly 7 out of 10 homes in Long Beach. No other newspaper reaches even 1 out of 10.

Independent
Press - Telegram
Morning Evening Sunday
LONG BEACH, CALIFORNIA
Represented nationally by
RIDDER-JOHNS, INC.
MEMBER METRO COMICS GROUP

The agency has 154 employes and looks for a 15% billings gain in 1960.

Foote, Cone & Belding, London, subsidiary of FC&B New York, billed $12,180,000 in 1959, of which $1,120,000 represented capitalized fees. Comparable figures for 1958 were $10,136,000 and $1,120,000. The agency employs 300 persons and expects 1960 billings to show a 12% increase.

Robert Freeman Co., London, billed $3,500,000 in 1959, compared with $2,520,000 in 1958. The agency added Rank Precision Industries, one of the J. Arthur Rank companies. Its billings broke down approximately 40% press, 40% television and 20% other media. It has 115 employes and sees 1960 about the same as 1959.

S. T. Garland Advertising, London, billed $5,025,000 in 1959, compared with an estimated $3,600,000 (revised) in 1958. The agency added Sherwood paints, British Cotton Board and British Waste Paper Utilization Council. It was also assigned Craven-A cigarets from Carreras for 1960. The agency has 155 employes and looks for a 20% increase in 1960.

Greenlys Ltd., London, billed $7,700,000 in 1959, compared with $6,550,000 in 1958. The agency added Peter Stuyvesant cigarets and Allied Ironfounders without dropping any important accounts. Newspapers and magazines took 55% of billings, television 30%, outdoor 8% and the remainder was scattered over radio, point of sale and other media. The agency has 205 employes in two offices and expects to increase its volume 20% in 1960.

Chas. F. Higham Ltd., London, billed $4,200,000 in 1959 compared with an estimated $3,360,000 in 1958. The agency added Amalgamated Limestone Corp., Wavyline Grocers' Assn., National Pharmaceutical Union, Hawker Siddley (boats, Hogarth Stores and Thawpit cleaners and detergents). It dropped Inecto hair treatment. The agency sees 1960 billings about 10% to 12½% higher.

Hobson, Bates & Partners, London, billed $7,840,000 in 1959, compared with $6,160,000 in 1958. This is a new name in British advertising. It resulted from the acquisition in 1959 of John Hobson & Partners by Ted Bates & Co., New York. Strong in the packaged goods field, the agency handles Colgate-Palmolive, Black & Decker, Scandinavian Airlines Systems, Cadbury and Johnson & Johnson, among others. During the year it added Associated Television, Colgate's Cadum soap, Mentor shirts, Antussin cough syrup and Trex cooking fat. It has 165 employes and expects to increase its volume 40% in 1960.

Lambe & Robinson-Benton & Bowles, London, created in 1958 by a merger of Britain's Lambe & Robinson with America's Benton & Bowles, billed an estimated $6,000,000 in 1959, compared with an estimated $5,500,000 in 1958.

The agency works for Thos. Hedley and Quaker Oats, among others. During the year it added five new products from S. C Johnson—One Step car polish, Carplate, Carnu, Johnson's wax and Johnson's lavender wax. In addition, the agency has just acquired Philip Morris Ltd. and Courage & Barclay, one of Britain's leading brewers. It also has been appointed to handle Western European advertising for the Florida Citrus Commission and in this connection has established working affiliations with the Gumaelius agency of Scandinavia, the Brose agency in Germany and the Bureau d'Etudes Publicitaires in Switzerland. It already has working relationships with the Dorland agencies in France and Belgium.

Legget Nicholson & Partners, London, billed $4,500,000 in 1959, compared with $3,080,000 in 1958. The agency added Symbol biscuits, Camwal soft drinks and Kelly Springfield tires; it dropped Gor-Ray skirts and Burberrys. It has 145 employes and expects to increase its volume 30% in 1960.

London Press Exchange, London, billed $38,157,000 in 1959, up substantially from the $32,425,000 billed in 1958. Of this sum, the agency billed $3,580,000 outside of Britain. In 1958, the agency's overseas billing was $2,820,000. One of the largest agencies outside the U.S., the LPE organization consists of a number of associated companies, including an industrial advertising unit, a market research subsidiary, a public relations division and an international company (Intam).

SPREADING THE NEWS

SINCE 1922

by DAY
and
NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8816
712 FEDERAL STREET • CHICAGO 5, ILLINOIS

During the year Intam opened an office in Milan and the agency subsidiary in Johannesburg alongside the Intam office there. The agency added 100 persons to its worldwide staff in 1959 and now has 1,300 employes. It expects a volume gain of 10% in 1960.

Masius & Fergusson, London, billed $21,723.240 in 1959, of which $735,500 represented capitalized fees. Comparable figures for 1958 were $15,461,600 and $227,360. The agency had a very good new business year, adding Wrigley gum, F. W. Woolworth, Associated Electrical Industries, Libby, McNeil & Libby, Venesta Ltd., Barry & Staines Linoleum and Kingsway cigarets. The press (newspapers and magazines) and television each took about 45% of the agency's billings. The agency has 367 employes in two offices and looks for a 3% gain in 1960.

Mather & Crowther, London, billed $21,800,000 in 1959, of which $544,000 represented capitalized fees. The agency billed an estimated $20,000,000 in 1958. One of the founding partners in Ogilvy, Benson & Mather, New York, the agency added Player's cigarets during the year. It looks for another 10% increase in 1960.

McCann-Erickson Advertising, London, subsidiary of McCann-Erickson, New York, billed $14,314,818 in 1959, of which $7,028,563 represented capitalized fees. Comparable figures for 1958 were $14,799,813 and $7,028,563. Among McCann clients in Britain are Del Monte, Nabisco, Carreras cigarets, Colgate-Palmolive (part), Capitol Records, Esso Chef food products, Kraft Foods (part) and Long John Distilleries. During the year it added Anglia tv, Aplin & Barrett Dairy Products, Brown & Polson (part), Elizabeth Lazenby food products and Hammonds United Breweries. It dropped Colgate's Cadum soap. The agency employs 270 persons and expects 1960 to show a 20% increase.

Napper, Stinton & Wolley, London, billed an estimated $4,000,000 in 1959, compared with an estimated $3,500,000 (revised) in 1958. The agency added Courtauld's Escorto fabric, Textured Yarns Ltd. and Luraflex venetian blinds during the year.

Notley Advertising, London, billed $6,785,856 in 1959, of which $1,045,856 represented capitalized fees. Comparable figures for 1958 were $4,920,000 and $990,000. The agency added KLM Royal Dutch Airlines, Bryant & May matches and Santogen pharmaceuticals. Media breakdown: newspapers 39%, magazines 22%, business publications 12%, television 11%, outdoor 6%, cinema 6% and other media 4%. The agency has 190 employes and looks for a 25% increase in 1960.

Osborne-Peacock Co., London, billed $7,535,850 in 1959, of which $101,850 represented capitalized fees. The agency billed an estimated $6,000,000 exclusive of fees in 1958. During the year it added Headrow clothiers, Hollins brushes, British Jute Trade Council and Pochin Manchester Ltd.; it dropped J. S. Blair Corsetry and the British Cotton Board. Media breakdown: newspapers and magazines 58%, radio and tv 21%, outdoor 5% and other media 16%. The agency has 250 employes and expects a 20% gain in 1960.

Allardyce Palmer Ltd., London, billed $3,875,000 in 1959, of which $375,000 represented capitalized fees. Comparable figures for 1958 were $3,280,000 and $280,000. The agency added Philco, Seager Evans and a numbr of smaller accounts during the year. It placed 40% of its billings in newspapers, 30% in business papers, 20% in magazines, 4% in television, 4% in outdoor and 2% in other media. The agency has 130 employes in three offices and looks for a 10% volume gain in 1960.

S. E. Peacock Ltd., London, billed $6,150,000 in 1959, up sharply from $3,640,000 billed in 1958. The agency, part of the Brunning Group, added Latham Foods, recently acquired by General Mills. It has 220 employes in seven offices and looks for a 7% volume gain in 1960.

Alfred Pemberton Ltd., London, billed $7,636,000 in 1959, compared with $5,564,000 in 1958. The agency added Brand & Co., Robilac paints, Vernon Holding & Partners, John Line paints and wallpaper and Greenwood Laboratories.

F. John Roe Ltd., Manchester, billed $2,240,000 in 1959, compared with $1,960,000 in 1958. The agency, which celebrated its 40th anniversary in 1959, added Thomas French & Sons (curtain tapes, tracks and fittings), the Ditchburn Organization (distributor of vending machines and juke boxes), Tyne canned meats and Air Charter Ltd. (English Channel car and passenger air ferry).

Media breakdown: newspapers 25%, magazines 20%, television 20%, outdoor 10%, transit advertising 10%, business papers 5%, point of sale 5%, other media 5%. The agency has 75 employes in two offices and looks for a 20% volume gain in 1960.

G. S. Royds Ltd., London, billed $13,425,000 in 1959, of which $2,425,000 represented international advertising billed by Royds Overseas Advertising & Marketing Ltd. The international company was set up as a separate unit in 1959. Royds billed an estimated $11,000,000 (including international advertising) in 1958. AA underestimated the agency's 1958 billings at $7,500,000 last year.

Royds added Mappin & Webb, Ferranti, Slazengers, Samuel Courtland and Thermos during the year; it dropped Northam Warren. Royds Overseas added Lipton, Slazenger, Guards cigarets, Donegal tweed, Quaker Oats, Singer cars and the East Asiatic Co.—the last three in its Singapore office. The two companies have 380 employes in four offices. Royds Overseas expects a billings gain of 10 to 15% in 1960.

Rumble, Crowther & Nicholas, London, billed an estimated $4,200,000 in 1959, compared with an estimated $4,000,000 (revised) in 1958. Rumble, Crowther is the Ford agency in Britain.

Saward, Baker & Co., London, billed $4,980,000 in 1959, compared with $4,429,000 in 1958. The agency added Youthcraft Foundations, Rent-a-Set radio & tv, part of Decca Records, Baulsneck refrigerators, Paradoor deodorizer and Empire Football Pools. It has 140 employes.

Service Advertising, London, billed $10,498,000 in 1959, of which $474,000 represented capitalized fees and $429,000 represented overseas advertising. Comparable figures for 1958 were $8,700,000, $280,000 and $185,000. The agency handles Gallaher tobacco, British Motor Corp. and Ia Ora soft drinks, among others. It has 170 employes.

And now... Ingenue magazine will publish for her every month

INGENUE was introduced to you just a year ago as a magazine with a new editorial concept for teen-age girls. Now, with success assured... five issues have been published, bought, and read... INGENUE goes on a regular monthly schedule, starting with the August Back-to-School issue.

Through its solid newsstand circulation and rapidly expanding subscriber list, INGENUE has generated tremendous awareness and vociferous approval from hundreds of thousands of teen-age girls and their parents. INGENUE's voluminous reader-mail is brimming with evidence of this spontaneous enthusiasm. Newsstand sales rose to better than 300,000 copies. Subscriptions currently total more than 75,000.

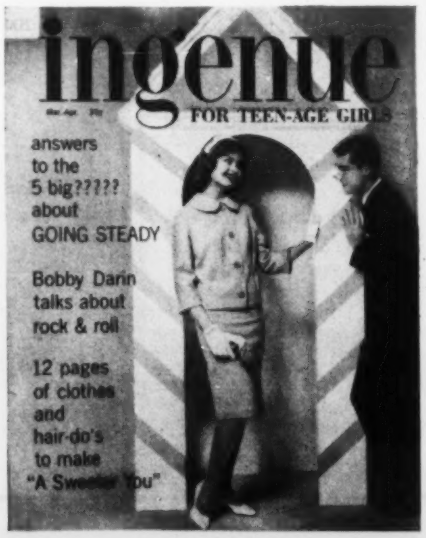
We're pleased... and we're grateful to the advertising agencies and clients, an illustrious list of America's greatest, who believed in us.

There is much to tell you about INGENUE in the months to come: a new and exciting program for home economics teachers in high schools; a new and refreshing merchandising program for the nation's largest department stores; an editorial approach that is proving its amazing hold over the reader, its results for the advertiser... because INGENUE is *rooted in reality.*

INGENUE will continue to be a "how to" magazine for teen-age girls, serving them throughout the full span of their *threshold buying years*... in all the many ways that truth and guidance are needed. Editorial and merchandising plans are completed now for the first monthly issue, the Back-to-School number. We'll be glad to discuss the details with you.

JULY ISSUE: on sale June 14*; closes May 2 for black & white copy.
AUGUST ISSUE: on sale July 26; closes June 10 for black & white copy.
SEPTEMBER ISSUE: on sale August 25; closes July 8 for black & white copy.

**Sales period 6 weeks*


ingenue
FOR TEEN-AGE GIRLS
answers to the 5 big????? about GOING STEADY
Bobby Darin talks about rock & roll
12 pages of clothes and hair-do's to make "A Sweeter You"

ingenue

The Magazine for Teen-Age Girls

PUBLISHED MONTHLY STARTING WITH THE BACK-TO-SCHOOL AUGUST, 1960 ISSUE ON SALE JULY 26.

Call your Dell representative now. YUkon 6-6300

Published by Dell Publishing Co., Inc., 750 Third Avenue, New York 17, N. Y.

Smith's Advertising Agency, London, billed $3,500,000 in 1959, of which $210,000 represented capitalized fees. The agency added Anglo-Swiss food products, Allied Ironfounders, Exquisiteform bras and BBC publications.

J. Walter Thompson Co., London, subsidiary of J. Walter Thompson Co., New York, billed an estimated $37,000,000 in 1959, compared with an estimated $32,000,000 in 1958. These figures do not include fees, nor do they include the volume of the agency's big market research subsidiary, British Market Research Bureau. The agency had a good year, getting increased budgets from old clients and adding several new accounts. It began introducing Campbell soups in Britain and also landed the introductory assignment from General Electric Co. of the U.S., which plans to begin marketing in Britain. The agency's No. 1 client is Unilever, for whom it handles Lux and Persil, among other products. Douglas M. Saunders retired at the end of the year as chairman of the company and was succeeded by William Hinks. Tom Sutton, formerly JWT manager in Germany, was brought to London to succeed Mr. Hinks as managing director. Including the staff of the research company, JWT has some 900 employes in London.

C. Vernon & Sons, London, billed $5,000,000 in 1959, up sharply from the $2,800,000 estimated for 1958. The agency added Evan Williams toiletries and Rothmans' Consulate cigarets and regained the Kelvinator account. There were increased budgets from Cunard, Renault and the British Post Office (telephones).

Willing's Press Service, London, billed $3,882,500 in 1959, compared with $3,506,700 in 1958. The agency added Carreras' Eriinmore tobacco during the year; it did not lose any major accounts. Newspapers and magazines took 65% of billings and television 35%. The agency has 129 employes and looks for a billings gain of 17.5% in 1960.

F. C. Pritchard Wood & Partners, London, billed an estimated $10,640,000 in 1959, compared with an estimated $9,800,000 in 1958. The agency added Sunbeam while dropping Hammond's United Breweries. It has some 300 employes.

Young & Rubicam, London, subsidiary of Young & Rubicam, New York, billed an estimated $15,400,000, exclusive of fees in 1959, compared with an estimated $14,000,000 in 1958. The agency has an account roster that includes such major advertisers as General Foods, Procter & Gamble, Bristol Aircraft, Churchman cigarets, Arrow shirts, H. J. Heinz, Johnson & Johnson and Reckitt & Colman.

COSTA RICA

Ante Lucem Ltd., San Jose, billed $260,000 in 1959, of which $23,000 represented capitalized fees. Comparable figures for 1958 were $250,000 and $21,000. The agency added Republic Tobacco Co. and Gillette while dropping Lacsa Airlines. Media breakdown: newspapers 40%, radio 35%, magazines 8%, printed materials 7%, outdoor 6% and movie theater advertising 4%. The agency has 19 employes and looks for a 10% volume gain in 1960.

CUBA

F. Cross Publicidad, Havana, billed $800,000 in 1959, compared with $850,000 in 1958. The agency added Hershey Corp., R. J. Reynolds cigaret brands, Renault, Kimberly-Clark, Hormel, Wm. Underwood, Wrigley gum and Guerlain, among others. Media breakdown: television 40%, radio 25%, magazines 15%, newspapers 10%, outdoor 5%, point of sale 3% and other media 2%. The agency has 26 employes and expects to increase its billings 20% in 1960.

Publicidad Fergo-Arregui, Havana, billed $887,920 in 1959, compared with $807,670 in 1958. The agency added La Estrella, largest candy producer in Cuba. It has 20 employes and looks for a 12% billings gain in 1960.

Soria, Ruiz y Cia., Havana, billed $1,200,000 in 1959, compared with $1,400,000 in 1958. The agency added San Bernardo dairy products and Assn. Nacional de Cias. de Seguros (National Assn. of Insurance Companies). Television took 60% of billings, newspapers 20%, magazines 10% and radio 10%. The agency has 31 employes and looks for a 10% volume increase in 1960.

DENMARK

A/S D.E.A. Reklamebureau for Danske Erhverv, Copenhagen, billed $583,153 in 1959, compared with $519,463 in 1958. The agency, a member of CAMA, placed 53% of its billings in newspapers, 29% in magazines, 8% in business papers, 1% in farm publications and 9% in other media. It has 31 employes and looks for a 10% volume gain in 1960.

Ulrichs Reklamebureau, Copenhagen, billed $500,000 in 1959, compared with $460,000 in 1958. The agency added Melka (Swedish shirts, coats, etc), Scandinavian-American nylon hosiery and the South African Co-Operative Citrus Exchange during the year. It placed 50% of its billings in newspapers, 25% in magazines, 10% in point of sale, 5% each in supplements, outdoor and business papers. The agency has 26 employes and looks for a 15% volume gain in 1960.

EGYPT

Al Chark Advertising, Cairo, billed $703,200 in 1959, of which $252,260 represented capitalized fees. Comparable figures for 1958 were $554,150 and $175,100. The agency added the Nile Hilton Hotel account during the year. Media breakdown: newspapers 45%, magazines 20%, outdoor 15%, supplements 10%, point of sale 7%, business papers 3%. The agency has 24 employes in two offices and looks for a 15% volume gain in 1960.

FRANCE

Agence Yves Alexandre Publicite, Paris, billed $7,342,900 in 1959, of which $2,649,000 represented capitalized fees. Comparable figures for 1958 were $6,702,100 and $2,383,700.

The agency added Berthet S.A. (Helene Curtis hair products), Ste. Francaise du Golden Fleece (cleansing material), Saupiquet (vegetables and canned fish) and Polycell do-it-yourself products. Media breakdown: magazines 33%, newspapers 19%, movie theater advertising 10%, point of sale 15%, radio 9%, outdoor 4%, business papers 2%, other media 8%. The agency has 150 employes and expects a billings gain of 20% in 1960.

Dorland S.A., Paris, billed $2,560,000 in 1959, of which $320,000 represented capitalized fees. Comparable figures for 1958 were $2,120,000 and $70,000. A Procter & Gamble agency, Dorland recently became associated with Benton & Bowles, New York.

During 1959 the agency added Bonux, a new P&G detergent, Castrol motor oil and Fixoflex watch bracelets. Among the agency's other clients are Gillette, Corning Glass (via Sovirel) and International Nickel.

Media breakdown: magazines (including business papers) 37%, newspapers 27%, radio 12%, movie theater advertising 8%, point of sale 7%, outdoor 1%, other media 8%. The agency has 62 employes and looks for a 10% billings gain in 1960.

E.D.I.P., Paris, billed $1,740,000 in 1959, of which $240,000 represented capitalized fees. Comparable figures for 1958 were $1,720,000 and $175,000. The agency added Ferodo brake linings and clutches, New Holland farm equipment and La Maison coffee; it dropped Remington Rand electric shavers. Media breakdown: newspapers 35%, magazines 25%, movie theater advertising 12%, radio 8%, outdoor 7%, farm publications 7% and business papers 6%. The agency has 36 employes and expects a volume gain of 15 to 20% in 1960.

Elvinger S.A., Paris, billed $8,000,000 in 1959, compared with $7,000,000 in 1958. The agency added Mercedes-Benz automobiles, Upmann cigars, Rem biscuits and Alsa packaged foods. Media breakdown: newspapers and magazines 51%, radio and television 25%, outdoor 10% and the remainder for movie theater advertising, point of sale, art and mechanicals. The agency has 200 employes.

Agence Francaise de Propagande, Paris, billed $5,010,000 in 1959, of which $860,000 represented capitalized fees. In 1958 the agency billed $3,733,600. The agency, a member of CAMA, added UPPIC (Tin Manufacturers Assn.), Pierre Cardin perfumes, Sollac steel company, Bonala and Tempo Camelia. Media breakdown: newspapers 35%, magazines 30%, radio 10%, business papers 7%, outdoor 6%, point of sale 3%, supplements 2%, television 1%, farm publications 1%, printed material 5%. The agency has 120 employes in one office and looks for a 15% gain in volume in 1960.

Promos Publicite, Paris, billed $4,500,000 in 1959, compared with $3,000,000 in 1958. All billings were in France. Among its 29 accounts are Regie Renault and American Service (automobiles), Bardinet liquors, Dob-Catalunta wines, Negrita rum, Cassegrain canned goods, Panzani noodles and Fermiers Reunis cheese. Media breakdown: newspapers 33%, magazines 26%, radio 4%, cinema 11%, outdoor 9%, point of sales 1%, "other" 16%. The agency has 70 employes and expects billings to rise 20% in 1960.

Publicis S.A., Paris, the largest agency in France, billed $12,000,000 in 1959, compared with $10,000,000 in 1958.

The agency had a bumper new business year. It lost nary an account while adding the following: Dunlop tires, Franck & Fils (women's specialty store), Balkan yogurt, Prestil zipper, Dulcine salad & cooking oil, Maxi shoe polishes, Eversharp pens & pencils, Comptoir National du Logement (home builder), Simca dealers in Paris area, Jupiter raincoats, Credit Industriel et Commercial (bank), Sem cameras and Eno fruit salt.

In addition, the agency's "Industrial Information" division added three major associations to its client roster—Societe d'Electro-Chimie, d'Electro-Metallurgie et des Acieries Electriques d'Ugine, Assn. Professionnelle des Banques and Groupement des Industries Mecaniques. Media breakdown: magazines 33%, newspapers 30%, radio 15%, films 11%, outdoor 7%, point of sale 3%, other media 1%. The agency has 280 employes in three offices and looks for a 20% volume gain in 1960.

Synergie Publicite et Propagande, Paris, billed $8,600,000 in 1959, of which $1,900,000 represented capitalized fees. Comparable figures for 1958 were $8,000,000 and $1,600,000. The agency added Benedictine liqueur and Bally shoes; it dropped Milliat spaghetti. Media breakdown: magazines (including business papers and farm publications) 51%, newspapers (including supplements) 17%, printed material 13%, radio 7%, point of sale 5%, movie theater advertising 3%, outdoor 3%, other media 1%. The agency has 185 employes in one office, not counting the 70 people employed in Synergie-ROC, the agency's market research subsidiary. Synergie expects a gain of 14% in 1960.

GERMANY

Werbeagentur Dr. Hegemann, Dusseldorf, billed $9,525,000 in 1959, up sharply from the $6,000,000 billed in 1958. The agency, a member of CAMA, added a flock of new accounts: Sunbeam, Eversharp, Rootes Motors, Moulinex, ASKO Finland Furniture, Dr. Schiaffer pharmaceutical products, Fotogemeinschaftswerbung (collective advertising for photographic products), Zundapp motorbikes, REI Chemie (four products), Pfeilring (three products) and Brandt cattle food. One account—Pepsi-Cola—was resigned. The agency has 300 employes in seven offices and looks for a volume gain of 15 to 20% in 1960.

Carl Gabler Werbegesellschaft, Munich, billed $9,500,000 in 1959, compared with $7,080,000 in 1958. The agency added Valencia oranges, Canada Dry, Odol-Werke, J. S. Staedtler and Daimon during the year; it dropped Dow Chemical. Media breakdown: magazines 37%, newspapers 30%, radio 8%, point of sale 7%, printed matter 6%, outdoor 5%, movie theater advertising 4%, television 3%. The agency has 387 employes in seven offices and expects a volume gain of 10% in 1960.

Troost Werbeagentur, Dusseldorf,

A DECADE
OF GROWTH

1950-1959

CHARLESTON
SOUTH CAROLINA

South Carolinas Fastest Growing Market

During the past 10 years, many new industrial and business firms have located in the Charleston area. These industries employ many thousands of people. In addition 1,505 ocean going ships made Charleston a port of call during 1959.

Employment payrolls, purchasing power and general prosperity are making the Charleston market a profitable one for Post-Courier advertisers.

Charleston County

Consumer Spendable
Income $302,461,000
Retail Sales .. $198,047,000
Food Sales .. $ 50,277,000
Drugs $ 7,408,000

18 County Coverage Totals

Consumer Spendable
Income $904,858,000
Retail Sales .. $652,947,000
Food Sales ... $166,954,000
Drugs .... $ 21,902,000

*Figures taken from SRDS, December, 1959.

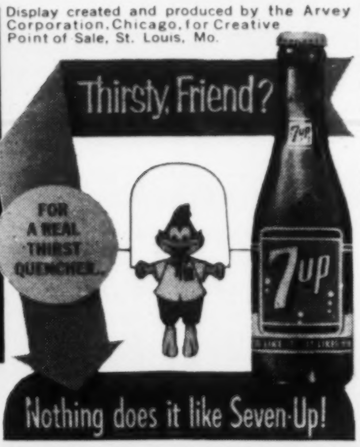
The News and Courier and the Charleston Evening Post are the only daily newspapers serving and selling all this vast rich 18-county market.

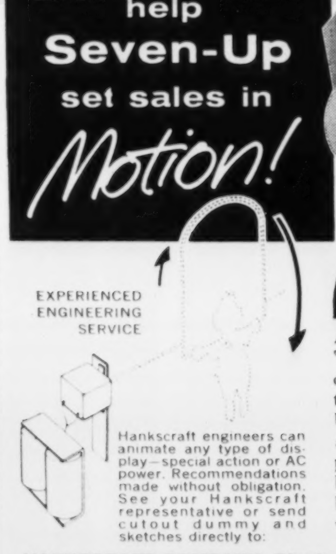
SOUTH CAROLINA'S
BEST READ
NEWSPAPERS

Charleston
EVENING POST
NEWS and COURIER
Represented Nationally by
THE JOHN BUDD CO

HANKSCRAFT
DISPLAY MOTORS
help
Seven-Up
set sales in
Motion!

Display created and produced by the Arvey Corporation, Chicago, for Creative Point of Sale, St. Louis, Mo.





Hankscraft engineers can animate any type of display—special action or AC power. Recommendations made without obligation. See your Hankscraft representative or send cutout dummy and sketches directly to:

At beverage counters everywhere "'Fresh Up' Freddie" jumps for joy, calling attention to the excellent thirst-quenching qualities of Seven-Up. Action is supplied by a standard Hankscraft rotary motor powered by two ordinary flashlight batteries. Like all displays animated by Hankscraft, this silent salesman works for weeks without attention!

HANKSCRAFT COMPANY, Display Motor Division · Reedsburg, Wis.
World's Largest Manufacturer of Battery-Operated Display Motors
Sales Offices in these principal cities: Chicago • Philadelphia • Minneapolis • New York
Dallas • Toronto (Ontario) • San Francisco (Erlach Lee Co.)

McGraw-Hill

MARKET SERVICE Newsletter

February-March, 1960

A Look At 1960—A comprehensive, 36-page report on more than 40 major industries . . . where they stand today . . . where they are headed. Compiled and edited by the McGraw-Hill Department of Economics, it gives you a full picture of what lies ahead as reported by editors and economists who are authorities in their fields.

Tell Us About Your New Products—Interested in publicizing a new product? This folder gives you a check list of do's and don'ts, tells what will best assist business publication editors in using the material you furnish.

18 Basic Copy Themes—From an analysis of business publication advertisements, the McGraw-Hill Research Department has drawn 18 basic copy approaches that can be applied to meet your specific advertising objectives.

Survey Of Foreign Operations—A study of the foreign operations and plans of U.S. industrial companies. Compiled by our Department of Economics, it covers both industries and regions.

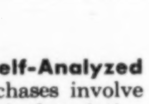
The Chemical Process Industries—1959 Census, Plants & Employees—Based on the latest McGraw-Hill Census of Manufacturers, this 136-page report gives detailed data on the distribution of plants and employees in the CPI. A wall map is included.

Men On The Move—How great is the turnover among buying influences for your products? This brochure, based on an 18-year analysis of McGraw-Hill subscribers, will give you some revealing facts and figures.

Here are the latest booklets, folders, research studies and films available through your McGraw-Hill representative. They represent only a small part of the helpful market data that is regularly available to advertisers and their agencies—the result of our annual investment of over $800,000 in research and market studies.

Buying Influences Self-Analyzed—Most industrial purchases involve group action, but what is the relative influence of each member? This BUSINESS WEEK Research Report shows how 346 persons in 106 companies weigh the influence of themselves and their associates in the purchase of 211 items.

A Changing World Market Place—Complete with graphs and charts, this booklet details the $100 billion estimated 1968 overseas markets for American businessmen.



Creativity—The Facts Behind The Fad—A summary of some of the facts brought to light by a recent Harvard conference, reprinted from PRODUCT ENGINEERING.

The Mathematics Of Selling—Compiled from various industry sources, this study shows why the cost of personal calls is rising so rapidly, and how business publication advertising can help the salesmen. Available as desk top presentation for use with your management, or in a printed folder.

McGraw-Hill "Around The World"—

What is happening overseas . . . and what significance does it hold for U.S. business and industry? Here's a picture and caption story of a typical day with a dozen of McGraw-Hill's World News Service offices . . . showing what is needed to get and interpret the facts so that businessmen here will have the complete story.

FILMS AND FILM STRIPS

(For a preview, contact your McGraw-Hill representative.)

More Time for Selling—This 16mm color motion picture shows management and salesmen how advertising functions, and its important contribution toward increasing the effectiveness of personal selling. Time: 14 minutes.

Smitty Steps Up—A bright, animated 16mm color movie spotlights the problems of an industrial salesman. Designed for use at sales meetings. Conclusion gives facts that validate the need for adequate advertising to support salesmen. Time: 12 minutes.

Information Plus — A color sound slide film to show how McGraw-Hill can help advertisers and agencies solve marketing and selling problems. It summarizes a few of the many aids such as sales and market data, research surveys, economic reports and printed material available from McGraw-Hill sales representatives. Time: 9 minutes.

Research—At Your Service — The story of research at McGraw-Hill is told in this color sound slide film. It shows the important part research plays in all the facets of business-paper publishing, and also how it can be used to check advertising effectiveness. Time: 11½ minutes.

RESEARCH REPORTS

These Laboratory of Advertising Performance data sheets, prepared by the McGraw-Hill Research Department, have been released recently. Please order by number.

LAP 1027 —Industrial publications add known buying influences.
LAP 1055.2—Does a TV program cover industrial buying influences?
LAP 3021.1—Average ratings of standard second colors.
LAP 3061 —Bleed advertisements average higher ratings.
LAP 3170 —Effect of illustration size on readership.
LAP 3176.1—How types of illustration affect readership.
LAP 3177 —Pictures of products attract readers.
LAP 3178 —How number of illustrations affect readership.
LAP 3202 —Advertisements with headlines attract more readers.
LAP 3203 —Subject headlines increase readership.
LAP 3204 —How prominence of headline affects readership.
LAP 3222 —Readership of one copy block vs. several.
LAP 3230.1—Long copy does not deter readers.
LAP 3232.2—Readership of case history advertisements.
LAP 3239 —Readership of advertisements with various main objectives.
LAP 3239.1—Effects of justified copy on readership.
LAP 3240.1—How humor affects readership.
LAP 3241 —Comparison of single and multi-product advertisements.
LAP 3245 —Captioned illustrations average higher readership.
LAP 8244 —Readership of newsletter advertisements.

REGIONAL OFFICES

Atlanta 3, Ga.
Rhodes-Haverty Building
JAckson 3-6951

Boston 16, Mass.
Park Square Building
HUbbard 2-7160

Chicago 11, Ill.
McGraw-Hill Building
MOhawk 4-5800

Cleveland 13, Ohio
1164 Illuminating Building
SUperior 1-7000

Dallas 1, Texas
The Vaughn Building
RIverside 7-5117

Denver 2, Colo.
Mile High Center
ALpine 5-2981

Detroit 26, Michigan
Penobscot Building
WOodward 2-1793

Houston 25, Texas
Prudential Building
JAckson 6-1281

Los Angeles 17, Calif.
1125 West 6th Street
HUntley 2-5450

New York 36, N.Y.
500 Fifth Avenue
OXford 5-5959

Philadelphia 3, Pa.
Six Penn Center Plaza
LOcust 8-4330

Pittsburgh, Pa.
H. W. Oliver Building
EXpress 1-1314

St. Louis 8, Mo.
Continental Building
JEfferson 5-4867

San Francisco 4, Calif.
68 Post Street
DOuglas 2-4600

Bonn, Germany
Mittelstrasse 39,
Bad Godesberg

London, E.C. 4, England
95 Farringdon Street

Ask your McGraw-Hill Representative for copies of this material.

billed $7,740,000 in 1959, of which $1,240,000 represented capitalized fees. Comparable figures for 1958 were $5,120,000 and $1,070,000. Started as an art studio 25 years ago, Troost has increased its billings by more than tenfold in the past five years. It handles some 40 national brands, including the country's top-selling detergent, Henkel's Persil. It puts 72% of its billings into newspapers and magazines, the remainder scattered over supplements, radio, television, outdoor, films and other media. The agency has 150 employes and looks for another 40% gain in billings this year.

GREECE

Alector Advertising Agency, Athens, billed $450,000 in 1959, compared with $365,000 in 1958. The agency added Ford's German and English-built cars, White Horse whisky and Turkish Airlines; it dropped Bravo coffee. The agency put 50% of its billings in newspapers, 25% in radio, 18% in magazines, 4% in outdoor and 3% in point of sale. It has 27 employes and looks for a volume gain of 20% in 1960.

Hellenic Advertising, Athens, billed $645,000 in 1959, of which $170,000 represented capitalized fees. Comparable figures for 1958 were $395,000 and $40,000. The agency added Piraiki-Patraiki, Bristol Myers and Quantas; it dropped Helene Curtis. Media breakdown: radio 35%, newspapers 25%, magazines 16%, point of sale 10%, outdoor 5%, business papers 5%, movie theater advertising 4%. The agency has 49 employes and looks for a volume increase of 40% in 1960.

Greca A. Skylitzis, Athens, billed $988,000 in 1959, of which $52,000 represented capitalized fees. Comparable figures for 1958 were $878,000 and $38,000. The agency added Olympic Airways and Papastratos cigarets. Newspapers took 58% of billings, magazines 12%, radio 12%, outdoor 10%, business papers 8%. The agency has 55 employes and expects a 10% volume gain in 1960.

INDIA

National Advertising Service Private, Bombay, billed $420,000 in 1959, compared with $330,000 in 1958. The agency added Czechoslovakian Airlines and Cuticura talcum powder. Newspapers and magazines took 70% of billings, films 25% and radio 5%. The agency has 55 employes in three offices and sees 1960 volume as 15% higher.

IRELAND

Domas Ltd., Dublin, billed $510,000 in 1959, compared to $399,000 in 1958. The agency, a member of CAMA, added Du Pont, George S. May and Vereinigte Paper Werke; it dropped Albright & Wilson and National Cash Register. Newspapers took 70% of billings, radio 15%, magazines 7%, transit advertising 3%, outdoor 2%, point of sale 2%, business papers 1%. The agency has 30 employes and sees 1960 about the same as 1959

ISRAEL

Tal & Ariely, Tel-Aviv, billed $775,000 in 1959, of which $50,000 represented capitalized fees. Comparable figures for 1958 were $585,000 and $40,000. The agency added Kaiser-Frazer, Froumine biscuits (part) and Telma soups (part) during the year. Media breakdown: newspapers 45%, outdoor 15%, point of sale 12%, movie theater advertising 10%, magazines 5%, supplements 3%, business papers 3%, farm publications 2%, other media 5%. The agency has 24 employes and expects to increase its billings 15% in 1960.

ITALY

CPV Italiana, Milan, billed $6,000,000 in 1959. The agency, which has doubled its billings in the past few years, is an associate of Colman, Prentis & Varley, London. It works for Shell and Colgate and added a Cinzano brand during the year. It has 100 employes in its one office.

Omnia Pubblicita, Milan, billed $2,560,000 in 1959, of which $320,000 represented capitalized fees. Comparable figures for 1958 were $2,160,000 and $240,000. The agency added General Motors during the year. Magazines took 50% of billings, radio 29%, television 8%, newspapers 7%, outdoor 5%, other media 1%. The agency has 43 employes and expects a 20% volume gain in 1960.

SIRPI, Milan, billed $5,152,000 in 1959, compared with $4,636,800 in 1958. The agency added Campbell Soup and Bel Paese cheese. Media breakdown: magazines 35%, newspapers 20%, television 20%, radio 10%, outdoor 5%, movie theater advertising 5%, point of sale 3%, business papers 2%. The agency has 60 employes and looks for a 20% volume gain in 1960.

JAPAN

Dentsu Advertising, Tokyo, largest agency outside the U.S., billed $123,598,791 in 1959, of which $36,720,066 represented capitalized fees. Comparable figures for 1958 were $101,297,541 and $36,497,640. The agency, which handles some 5,000 accounts, neither gained, nor lost any important accounts during the year. It placed 47% of its billings in newspapers, 27% in television, 14% in radio, 7% in outdoor, 4% in magazines and 1% in other media.

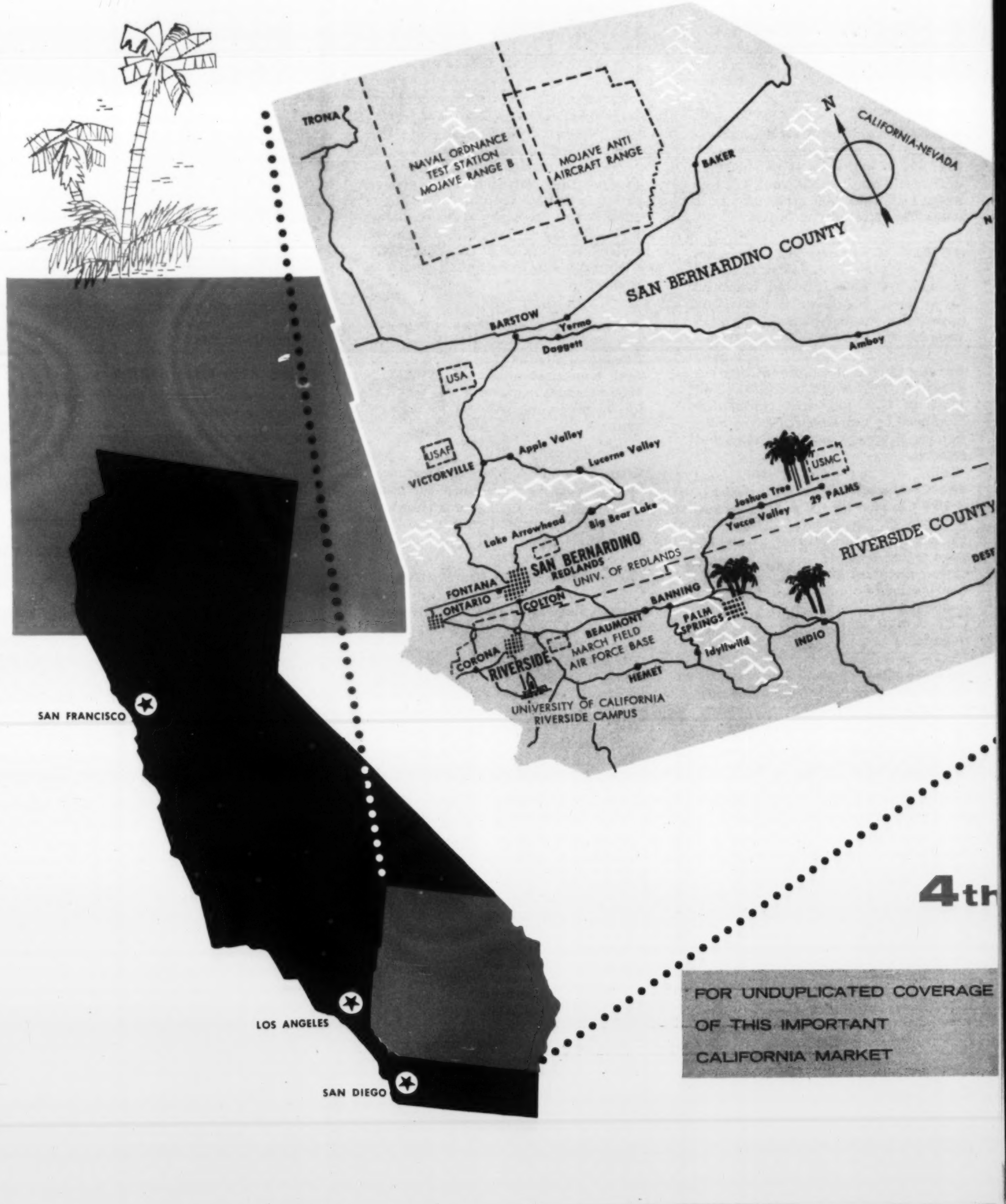
Dentsu's advance reflects the general expansion of Japanese advertising, as the agency handles most of the important accounts in the country. The agency has 2,588 employes in 29 offices (it recently opened a service office in New York) and it looks for another 20% volume gain in 1960.

Falcon Advertising Agency, Tokyo, billed $742,130 in 1959, of which $171,012 represented capitalized fees. Comparable figures for 1958 were $524,394 and $125,650. The agency added Westinghouse Electric International and Vertol Aircraft. Newspapers took 90% of billings, magazines 5%, business papers 2%, supplements 1%, point of sale 1%, other media 1%. The agency has 30 employes and expects a 10% billings gain in 1960.

Hakuhodo Advertising Agency, Tokyo, billed $23,340,000 in 1959, compared with $16,668,000 in 1958. The agency has 800 employes in 14 offices and expects a 25% billings gain in 1960.

Kyodo Advertising, Tokyo, billed $4,500,000 in 1959, compared with $4,100,000 in 1958. The agency reports that it gained accounts billing $175,000 while losing business billing $270,000 during the year. Media breakdown: newspapers 44%, television 28%, radio 26%, outdoor 2%. The agency has 240 employes in four offices and looks for a billings gain of 25% in 1960.

Oriental Advertising Agency, Tokyo, billed $132,950 in 1959, compared with $66,503 in 1958. The agency, which specializes in international advertising (that is, advertising outside of Japan), added Isuzu Motor Co., Riken Piston Ring and Nipco Mfg.; it dropped Toto Sangyosha Co. Media breakdown: magazines 40%, newspapers 20%, movie slides and catalogs 15%, business papers 15%, outdoor 5%, supplements 5%. The agency has 23 employes in two offices and expects another 100% increase in 1960.



Sanshodo Advertising Agency, Tokyo, billed $2,000,000 in 1959, compared with $1,870,000 in 1958. The agency added Tokyo Shibaura Electric Co., Japan Export Trade Promotion Agency, Wakamoto Pharmaceuticals and Rengo Paper Products Mfg. It placed 77% of its billings in newspapers and 19% in television, the remaining 4% scattered over magazines, outdoor, transit advertising and other media. The agency has 147 employes in two offices and looks for a 30% volume gain in 1960.

MEXICO

Publicidad General, Mexico City, billed $880,000 in 1959, of which $90,000 represented capitalized fees. Comparable figures for 1958 were $590,000 and $70,000. The agency did not lose any major accounts during the year while adding four: Guest Aerovias Mexico, Scandinavian Airlines System, Bacardi and Massey-Ferguson. Media breakdown: newspapers 28%, television 20%, radio 17%, point of sale 9%, magazines 7%, business papers 5%, outdoor 2%, farm publications 1%, other media 11%. The agency has 34 employes and looks for another 50% volume increase in 1960.

Kenyon & Eckhardt de Mexico, Mexico City, billed $900,000 in 1959, compared with $480,000 in 1958. The agency, a branch of Kenyon & Eckhardt, New York, added Quaker Oats, Bristol Myers (Ammens talc and Sal Hepatica) and Don Quijote beer during the year; it dropped Cafes de Mexico. Media breakdown: newspapers 28%, radio 20%, television 20%, movie theater advertising 14%, magazines 8%, point of sale 4%, outdoor 3%, business papers 3%. The agency has 32 employes and looks for a 15% volume gain in 1960.

Noble Advertising, Mexico City, billed $5,194,400 in 1959, of which $1,926,278 represented capitalized fees. Comparable figures for 1958 were $4,000,000 and $1,140,000. The agency, largest in Mexico, added Magnus electric organs, Revlon, J. P. Coats, Oso Negro gin and vodka and Standard Brands' Royal desserts; it dropped Bourjois, Hoover and Studebaker-Packard. Media breakdown: radio 46%, television 25%, newspapers 16%, movie theater advertising 7%, magazines 5% and outdoor 1%. The agency has 99 employes and expects 1960 to bring a 33% increase in billings.

S.U.R. Publicidad, Mexico City, billed $200,000 in 1959, of which $20,000 represented capitalized fees. Comparable figures for 1958 were $240,000 and $24,000. The agency neither gained nor lost any important accounts. Media breakdown: newspapers 65%, magazines 15%, radio 5%, television 5%, point of sale 3%, supplements 2%, outdoor 2%, business papers 2% and farm publications 1%. The agency has 10 employes and looks for a 25% volume increase in 1960.

Publicidad Salas, Mexico City, billed $1,250,000 in 1959, of which $55,000 represented capitalized fees. Comparable figures for 1958 were $1,200,000 and $55,000. The agency added Avon cosmetics, "La Union" (electric appliances), Scheramex and Hansa Autos; it dropped Diesel Nacional. Media breakdown: television 28%, newspapers 26%, radio 23%, magazines 8%, point of sale 4%, business papers 3%, outdoor 2%, farm publications 1%, other media 5%. The agency has 42 employes and sees 1960 about the same as 1959.

NETHERLANDS

H.V.R. Advertising, The Hague, billed $2,250,000 in 1959. The agency has 56 employes and looks for a billings gain of 25% in 1960.

Nederlands Reclame-Adviesbureau Bauduin, Amsterdam, billed $2,000,000 in 1959, of which $500,000 represented capitalized fees. The agency added General Tire & Rubber, N.V. Spot Bottling Co. and Lummus Nederland. It has 40 employes and expects to increase its billings 30% in 1960.

Prad/Interad, Amsterdam, billed $5,021,000 in 1959, compared with $3,912,160 in 1958. The agency added General Motors (the non-vehicle portion), Organon Laboratories and a collective campaign for phonograph records; it lost the Linguaphone Institute of Language. Media breakdown: newspapers 67%, magazines 19%, point of sale 4%, outdoor 3%, business papers 2%, other media 5%. The agency has 140 employes in two offices and looks for a volume gain of 15% in 1960.

Frits van Alphen Reclamebureau, Amsterdam, billed $600,000 in 1959, of which $270,000 represented capitalized fees. Comparable figures for 1958 were $600,000 and $280,000. The agency added Nederlandse Cocosconventie (carpets) and Philips Bedrijfsapparatuur (industrial advertising); it dropped Van Nelle. It put 60% of its billings into newspapers, 35% into magazines and the remaining 5% into business papers and outdoor. The agency has 32 employes and looks for a 10% volume gain in 1960.

Van Hess Vettewinkel, Amsterdam, billed $1,630,000 in 1959, of which $130,000 represented capitalized fees. Comparable figures for 1958 were $1,190,000 and $90,000. The agency added Revlon, Mur wall paints and Lovable bras during the year. It put 50% of its billings into newspapers, 25% into magazines, 10% into outdoor, 5% into point of sale and 10% into other media. The agency, a member of CAMA, employs 60 persons in three offices and estimates a 20% volume increase for 1960.

Van Maanen's Advertising Agency, Amsterdam, billed $3,500,000 in 1959, of which $1,000,000 represented capitalized fees. Comparable figures for 1958 were $2,700,000 and $700,000. The agency added Chrysler-Simca during the year. It has 120 employes in four offices and looks for a 15% volume gain in 1960.

NORWAY

Alfsen & Becker, Oslo, billed $1,575,300 in 1959, of which $84,300 represented capitalized fees. Comparable figures for 1958 were $1,215,300 and $69,800. The agency, a member of CAMA, added Enicar Watch Co., South African Co-operative Citrus Exchange, Kellogg cereals, Tandbergs (radio, tv and other electronic equipment) and Kodak. Newspapers took 45% of billings, magazines 26%, business papers 6%, with the remainder scattered over other media. The agency has 90 employes and looks for a 20% billings gain in 1960.

Forenede Annonsebyraer, Oslo, billed $2,400,000 in 1959, compared with $2,150,000 in 1958. The agen-

PLACE IT WHERE IT COUNTS!

4 TH MARKET IN CALIFORNIA (AMERICA'S SECOND)

27 TH IN AMERICA—IN POPULATION, HOUSEHOLDS, AND FOOD SALES

Yes, only 26 markets in ALL AMERICA are larger!!!

The Metropolitan County Area, consisting of the counties of San Bernardino and Riverside California has total Retail Sales over $900 million and a Net effective buying income over $1.3 billion. This is more than such large Metropolitan areas as...

New Orleans
San Jose
Phoenix
Oklahoma City
Salt Lake City
or Toledo

And in Gasoline Sales, 14th in the Nation!

More than the Metropolitan area of...

Baltimore
Seattle
Dallas
San Diego or Miami

Are you getting a fair share of this sales giant? It's definitely an independent market, more than an hour's drive from Los Angeles, less than ½ of 1% of the total circulation of the major Los Angeles newspapers enters this sales area.

The hub of America's most visited resorts!

Expendable Income over $1.3 Billion!

Retail Sales over $900 million

Population increase over 70% since '50!

MARKET IN CALIFORNIA*

*America's second market!

SAN BERNARDINO
SUN and TELEGRAM
REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO. INC.

RIVERSIDE
PRESS and ENTERPRISE
REPRESENTED NATIONALLY BY DOYLE & HAWLEY

Boomtown...

London
ONTARIO CANADA

Two big shopping plazas and a sprawling new electronics plant are just a sample of the projects presently under construction. The city is booming and it's sold by the London Free Press.

WANT MORE CUSTOMERS IN PEORIA...

Per cent of families reached

LIFE	11%
LOOK	14%
S.E.P.	14%
READER'S DIGEST	20%
PARADE	73%

(METROPOLITAN COUNTY AREA)

The things people of Peoria read about in the Peoria **JOURNAL STAR** and **PARADE** on Sunday, move off the shelves on Monday and all week long!

PARADE

The Sunday Newspaper Magazine
PARADE
Fateful Fifties: Years Of Fear And Hope
Peoria Journal Star
Won't Run

Represented Nationally by O'Mara & Ormsbee, Inc.

PARADE...The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million homes every week.

cy added Electrolux and the California Prune Advisory Board. Newspapers took 60% of billings, magazines 18%, point of sale 6%, business papers 5%, films 5%, outdoor 2%, other media 4%. The agency has 80 employes in three offices and looks for a 10% volume gain in 1960.

Trygve Dalseg & Co., Oslo, billed $615,000 in 1959, compared with $435,000 in 1958. The agency added Caterpillar Tractor and K. Grudes Konfesionsfabrik, men's clothing manufacturer. It placed 60% of its billings in newspapers, 12% in magazines, 11% in business papers and 17% in other media. The agency has 35 employes and looks for a 20% volume gain in 1960.

PHILIPPINES

Philprom Inc., Manila, billed $1,100,000 in 1959, of which $200,000 represented capitalized fees. Comparable figures for 1958 were $985,000 and $240,000.

The agency had quite a new business year, adding no less than 25 accounts, among them three insurance companies, U.S. Rubber, Columbia Tobacco, Diners' Club, Mindanao Portland Cement Corp., Philippine Integrated Steel Industry Associates and Philippine Assn. of Clothing Manufacturers; it dropped seven accounts, among them Philippine Industrial Export Associates, Canada Dry and Metro Laboratories.

Media breakdown: newspapers 40%, radio 22%, magazines 20%, business papers 5%, television 5% and the remainder in supplements, outdoor, transit advertising and point of sale. The agency has 67 employes and expects to increase its billings by 10% in 1960.

SOUTH AFRICA

African Amalgamated Advertising (AFAMAL), Johannesburg, billed $14,372,274 in 1959, of which $7,411,460 represented capitalized fees. Comparable figures for 1958 were $14,375,541 and $7,412,412.

The agency, largest on the African continent, added Central African Airways, Electrical & Musical Industries (EMI), Massey-Ferguson and Minnesota Mining & Mfg. during the year; it dropped Oxo and Canada Dry. Print media (newspapers, magazines, supplements and farm publications) accounted for 65% of billings, radio 10%, transit advertising and outdoor 9% and other media 16%. The agency has 420 employes in 13 offices and looks for a 7% gain in billings in 1960.

E. Lindsay Smithers (Pty) Ltd., Johannesburg, billed $3,750,000 in 1959, of which $400,000 represented capitalized fees. Comparable figures for 1958 were $3,300,000 and $200,000. The agency added Burroughs office machines, Triumph-Herald car and Liebig's Rhodesia Ltd.; it dropped Parthenon paints. The agency has 160 employes in four offices and expects a 5% volume gain in 1960.

SPAIN

CID S.A., Barcelona, billed $3,165,000 in 1959, compared with $2,780,000 in 1958. In addition to its agency function, CID is an important broker of radio time. It is linked with Sociedad Espanola de Radiodiffusion, a 40-station radio network and the most important in the country. CID's president, Antonio Garrigess Diaz-Cabanate, is also president of the radio net. The agency has hundreds of accounts, employs more than 200 persons in nine offices and expects an 8% volume gain in 1960.

Clarin Publicidad e Iniciativas, S. A., Madrid, billed $350,000 in 1959, compared with $400,000 in 1958. The agency added Minnesota Co. of Spain last April, and did not report any lost accounts. Major accounts include Coca-Cola of Spain, KLM Royal Dutch Airlines, Galerias Preciados, British American Tobacco Co. (Lucky Strike and Viceroy), Direccion General de Turismo, Laboratories Zectia, Vegarada S. A., Arosa-Montesa-Surco, H. Muebles, Entrecanales y Tavora and Mato y Alberola. Clarin is associated with EMA (European Market Advertising), Paris; ECO (Market Research Organization), Madrid; and Gonzalo Taboada S. A., Madrid, for public relations services. The agency has 30 employes and sees a 35% increase in billings in 1960.

Danis Publicidad Tecnica, Barcelona, billed $833,000 in 1959, of which $80,000 represented capitalized fees. Comparable figures for 1958 were $590,000 and $50,000. The agency, a member of CAMA, added Supp-Hose and Perrott's during the year. Media breakdown: newspapers 32%, radio 25%, television 19%, magazines 12%, outdoor 7% and other media 5%. The agency has 175 employes in four offices and looks for a 25% volume gain in 1960.

Ruescas Publicidad, Madrid, billed $790,000 in 1959, of which $40,000 represented capitalized fees. Comparable figures for 1958 were $625,000 and $25,000. The agency added Revlon, the Land Rover automobile, Westinghouse signals and Hoover during the year. It placed 60% of its billings in newspapers, 20% in magazines, 15% in radio and 5% in point of sale. The agency has 58 employes in four offices and expects a 50% volume increase in 1960.

SWEDEN

AB Svenska Telegrambyran, Stockholm, one of the largest agencies in Scandinavia, billed $8,500,000 in 1959, compared with $8,000,000 in 1958. The agency expects to increase its billings 12% in 1960.

Allmanna Annonsbyran, Stockholm, billed $4,000,000 in 1959, compared with $3,550,000 in 1958. The agency, which works for Volvo, Findus frozen foods and Ry King crisp bread, added Reckitt & Colman's Dispril, Svenska Liv (leading insurance company) and NKI (leading correspondence school) during the year. It puts nearly 70% of its billings into newspapers and magazines, the remainder largely into point of sale and printed matter. The agency has 100 employes in two offices and sees 1960 volume as 10% higher.

Bo Eriksson Annonsbyra, Stockholm, billed $780,000 in 1959. The agency has 25 employes and sees 1960 about the same as 1959.

Gumaelius Advertising Agency, headquarters Stockholm, billed $8,500,000 in 1959, up from $8,000,000 in 1958. No account changes reported. It puts 59.8% of its billing into newspapers, 11.1% in magazines, 14% in business papers, 0.2% in outdoor, 0.8% in transit, 15% in "other." Broadcast advertising is not available to advertisers. It has 330 employes in four offices, and estimates that 1960 volume will be up 5%.

Gunther & Back, Stockholm, billed $2,500,000 in 1959, of which $200,000 represented capitalized fees. Comparable figures for 1958 were $2,200,000 and $180,000. The agency, which has been working for Shell Oil since 1946, added Goodyear Tire and Astra chemical products during the year. It places 51% of its billings in newspapers, 22% in magazines, 9% in business papers, 9% in printed matter, 5%

The facts are now in for the year 1959...

Good Housekeeping

1st

Good Housekeeping
the dan
of no-die
reducing drugs
all abou
—first fu
an affair
of heart
complete novel by
anita rowe block
contest-winning cover girl
KEEPING

...in total advertising pages for the 37th consecutive year
...in total editorial pages for the 22nd year
...in total retail advertising tie-in lineage
...in total service editorial pages
...in food and nutrition editorial pages
...in wearing apparel and accessories editorial pages
...in children's editorial pages
...in health and medical science editorial pages
...in beauty, grooming, toiletries editorial pages
...in home furnishings and homemaking editorial pages
...in fiction and stories editorial pages
...in leading department store advertising tie-ins

REPLACEMENT OR ★ REFUND OF MONEY
**Guaranteed by
Good Housekeeping**
IF NOT AS ADVERTISED THEREIN

Total Advertising Pages—1959

GOOD HOUSEKEEPING	**1,249**
Ladies' Home Journal	1,082
McCall's	802

Source: PIB

Total Editorial Pages—1959

GOOD HOUSEKEEPING	**1,483**
Ladies' Home Journal	977
McCall's	1,126

Source: Lloyd H. Hall Co.

Total Retail Advertising Tie-in Lineage

(All daily and Sunday newspapers in all U.S. cities of 100,000 or more)

GOOD HOUSEKEEPING	**9,420,543**
Ladies' Home Journal	116,950
McCall's	232,404

Source: Advertising Checking Bureau, Inc., Jan/Nov, 1959

Total Service Editorial Pages—1959

GOOD HOUSEKEEPING	**757**
Ladies' Home Journal	335
McCall's	612

Source: Lloyd H. Hall Co.

Food and Nutrition Editorial Pages—1959

GOOD HOUSEKEEPING	**210**
Ladies' Home Journal	83
McCall's	145

Source: Lloyd H. Hall Co.

Wearing Apparel & Accessories Editorial Pages—1959

GOOD HOUSEKEEPING	**164**
Ladies' Home Journal	95
McCall's	133

Source: Lloyd H. Hall Co.

Children's Editorial Pages—1959

GOOD HOUSEKEEPING	**59**
Ladies' Home Journal	31
McCall's	47

Source: Lloyd H. Hall Co.

Health and Medical Science Editorial Pages—1959

GOOD HOUSEKEEPING	**47**
Ladies' Home Journal	25
McCall's	34

Source: Lloyd H. Hall Co.

Beauty, Grooming, Toiletries Editorial Pages—1959

GOOD HOUSEKEEPING	**55**
Ladies' Home Journal	29
McCall's	38

Source: Lloyd H. Hall Co.

Home Furnishings & Homemaking Editorial Pages—1959

GOOD HOUSEKEEPING	**140**
Ladies' Home Journal	34
McCall's	124

Source: Lloyd H. Hall Co.

Fiction and Stories Editorial Pages—1959

GOOD HOUSEKEEPING	**335**
Ladies' Home Journal	301
McCall's	221

Source: Lloyd H. Hall Co.

Leading Department Stores Tie-in Lineage

(Retail advertising tie-ins from 112 first-line department stores in key U. S. cities.)

GOOD HOUSEKEEPING	**343,356**
Ladies' Home Journal	6,882
McCall's	8,863

Source: Advertising Checking Bureau, Inc., Jan/Nov, 1959

The record is clear and continuing. Readers and advertisers find more in Good Housekeeping than in any other magazine in its field.

A HEARST MAGAZINE

in point of sale and 4% in outdoor. The agency has 110 employes in two offices and looks for a 10% volume gain in 1960.

Sven Rygaards Annonsbyra, Stockholm, billed $1,750,000 in 1959, compared with $1,600,000 in 1958. The agency added Remington Rand, Ota's Oat Krunchies and the P. A. Norstedt & Soner publishing house. It has 65 employes in two offices and looks for a billings gain of 10 or 15% in 1960.

Tessab Annonsbyra, Stockholm, billed $6,616,664 in 1959, of which $4,352,975 represented capitalized fees. Comparable figures for 1958 were $4,571,648 and $2,596,143. The agency added Molnlycke Vafveri, Sveriges Biodlares Riksforbund, Jonkoping-Vulcan and Ytonghus; it dropped Ekstroms Vafveri.

Media breakdown: newspapers 54%, magazines 31%, business papers 6%, point of sale 6%, outdoor 1%, transit advertising 1% and motion picture advertising 1%. The agency has 77 employes and looks for a 15% volume gain in 1960.

Wilh. Anderssons Annonsbyra, Stockholm, billed $9,192,100 in 1959, of which $5,330,500 represented capitalized fees. Comparable figures for 1958 were $7,689,700 and $4,207,300. The agency, a member of CAMA, added Astra (a sugar substitute), Ekstroms (baking powder, soups, etc.), Gense stainless steel cutlery, Liljeholmens Stearinfabriks (candles) and Stoffel, Swiss textile company.

Media breakdown: newspapers 57%, printed matter 18%, magazines 15% and business papers 10%. The agency has 136 employes in five offices.

SWITZERLAND

Dr. Rudolf Farner Advertising, Zurich, billed $4,835,000 in 1959, of which $2,160,000 represented capitalized fees. Comparable figures in 1958 were $4,030,000 and $2,410,000. The agency, a member of CAMA, added six accounts: Wool Bureau, Nestle's Maggi soups, Allstate Insurance, Julius Baer bank, Stoffel textiles and Underberg Handels. Media breakdown: magazines 34%, newspapers 21%, point of sale 20%, radio 9%, television 6%, outdoor 6%, other media 4%. The agency has 80 employes in three offices and looks for a volume gain of 10% in 1960.

THAILAND

Sobhon Advertising (formerly Chartra Press), Bangkok, billed $854,440 in 1959, of which $311,205 represented capitalized fees. Comparable figures for 1958 were $726,200 and $300,200. The agency added Bireley's fruit drinks, the Bangkok Bank and General Motors (Holden cars). The agency has 26 employes and looks for a 15% volume increase in 1960.

VENEZUELA

Publicidad Novas, Caracas, billed $1,083,333 in 1959, of which $33,333 represented capitalized fees. The agency billed $750,000 in 1958. During the year it added Helene Curtis, Citroen and the Dovilla clothing chain. The media breakdown was: television 59%, newspapers 25%, radio 10%, outdoor 3%, magazines 2% and other media 1%. The agency has 21 employes and looks for a 40% increase in 1960.

8 Reasons why you need

La Patrie
DU DIMANCHE

for balanced coverage of the FRENCH MARKET

1. Province wide coverage.
2. 707,000 adult readers weekly.
3. Large voluntary-bought circulation: 99.5% newsstand sales.
4. High editorial content for greater impact.
5. 63.9% of circulation concentrated in Montreal City and Retail Trading Zone.
6. Proven high reader interest.
7. Low milline rates — (La Patrie $2.68; 2nd 'weekend' $2.97).
8. The only French medium that offers a choice of 4 separate and complete sections—News—Rotogravure—Magazine—Comics.

There are many other reasons why La Patrie should be on your list if you are interested in the French Market. Call us—we'll be glad to discuss it.

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New York, Detroit, Chicago,
Los Angeles

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for billings figures and other data about the nation's advertising agencies. The usual features will be back in their regular places next week.

87 New Agencies Formed, 86 Merge, 40 Go Bankrupt in Hectic 1959

40 Other Agencies Make Changes in Their Corporate Structures

By Lawrence Bernard

NEW YORK, Feb. 25—Only about half as many advertising agencies merged in 1959 as did in 1958. Almost as many new agencies were born as in 1958. Forty agencies went into bankruptcy proceedings (four more than in 1958), and total liabilities rose nearly $700,000 over the previous year.

These are among the statistical highlights of the agency year as reported in the columns of ADVERTISING AGE during 1959. While the merger fever continued at a torrid clip with at least 86 agencies combining for about 43 mergers, it was a considerable drop from the record 150 agencies that affiliated by one means or another in 1958.

■ Some trend was apparent in 1959 for agencies to make outright acquisitions instead of mergers, and if these reorganizations were considered mergers-of-a-sort, the total number of mergers last year would be considerably closer to the 1958 figure.

About 50 mergers were recorded in 1957, 38 in 1956 and 50 in 1955.

The formation of 87 new agencies was announced in AA's columns during the 12-month period. In 1958, close to 100 new agencies were reported. Changes in corporate structure were reported by more than 40 others and eight agencies were reported closed. These figures do not purport to be a complete statistical history of advertising in 1959—especially in the number of closed agencies, which undoubtedly was higher than eight—but it is likely that AA's columns during the year are the most complete record available in one place.

■ The 40 agencies that went into bankruptcy proceedings had total liabilities of $1,554,000, according to Dun & Bradstreet figures. Average liabilities ran $38,850 per agency. Last November Blackstone-Steiner Co., applying for a reorganization under chapter 11, reported liabilities of $251,763, apparently the largest single debt recorded in the Dun & Bradstreet listings. August was the biggest month for failures, as six were recorded with total liabilities of $304,000. Five agencies folded in January and April; the April liabilities were $309,000, the January ones $209,000.

There was one other bankruptcy proceeding in November besides Blackstone-Steiner, which brought total liabilities for that month to $255,000.

■ By comparison, there were 36 agency failures in 1958 with total liabilities of $857,000, an average of under $25,000 per agency; 55 failures in 1957 with liabilities of $2,081,000; exactly 31 failures in both 1956 and 1955, with 1956 liabilities totaling $1,119,000 and 1955 liabilities totaling $815,000.

Agency openings, closings, mergers, acquisitions, name changes and other reorganizations are capsuled in the columns which follow, month-by-month as reported in AA's pages.

JANUARY

Fittingly, the year began with much activity, including the largest merger of 1959, which formed **Fletcher Richards, Calkins & Holden,** a $30,000,000 plus operation, some $10,000,000 of it coming from C&H. Before year's end Fletcher Richards was to make news with a new merger and Calkins & Holden was to have problems with an old merger . . . Robert Hall Clothes and Frank B. Sawdon Inc. parted company and in the process a new agency, **Arkwright Advertising,** was set up by former Sawdon employes to handle Robert Hall . . . **Foulke Agency** acquired the Minneapolis office of Jackson, Haerr, Peterson & Hall . . . In Toronto, **Stanfield, Johnson & Hill** acquired Montreal's George Ferguson & Associates . . . In Dallas, Brohard & Associates merged into **Ted Workman Advertising** . . . Among the new agencies this month, **Gumpertz, Bentley & Dolan** opened in Los Angeles . . . **William Cribin** set up his own agency in LA . . . Chicago's Carroll Dean Murphy Inc. became inactive and president Clyde W. Murphy joined the new **Edmund J. Frazer & Associates** of Pasadena and Los Angeles . . . **Jack W. Runyon & Co.** opened in San Francisco . . . Goodman & Rouse, Beverly Hills, dissolved and in its place rose the **Rouse Co.** and the **Goodman Organization** . . . A former Chicago account executive for Fletcher D. Richards Inc. opened his own agency, **Lester H. Ploetz Advertising** . . . Detroit's Altman-Yaffe split and formed **Fred Yaffe & Co.** and **J. H. Altman & Co.** . . **Sy Rosen Advertising** and **Max Berking Inc.** opened in New York . . . **Associated Advertising** in Roanoke . . . The well known Schwabb & Beatty name, in New York, became **Schwabb, Beatty & Porter** in recognition of Richard Porter, with the shop since 1930 . . . Also **Showacre-Coons-Shotwell** was formed in Spokane . . . in New York, Jack Berman Co. became Amber Advertising Inc. . . Kennedy, Walker & Wooten, Beverly Hills, shortened to **Kennedy Walker Inc.** . . Los Angeles' **West-Marquis** agency, which had been sliding downhill for some time, finally hit bottom and folded, after 23 years in business.

FEBRUARY

Brudno & Bailey, Westfield, N. J., agency with billings estimated at $400,000, filed a voluntary bankruptcy petition as eight ex-staffers formed a new agency, **Hoyt, McNiff & Sullivan** . . . McCarty Co. began the first of several administrative shifts with which it would be occupied this year. It acquired **Stonedale-Jones Advertising** in Houston and made it a McCarty branch. The same month two McCarty Los Angeles executives left to form **Otero & Winters,** an agency which would change again before long . . . Two Baltimore mergers this month. Holen Advertising and James L. Kapplin & Associates became known as **Kapplin & Holen Advertising,** while Strouse & Co. and Cahn-Miller merged to form **Cahn, Miller & Strouse** . . . Detroit's Fred A. Epps & Associates and Jack Trustman Advertising merged under the name **Epps/Trustman Co.** . . . Feigenbaum & Wermen, one of Philadelphia's oldest agencies, became **Wermen & Schorr** . . . Electronics Publicity of California, San Gabriel, shortened its name to **EPIC Advertising** . . . Ross Advertising, Peoria, became **Ross, Flink & Livengood** and changed from a partnership to a corporation . . . Lance Advertising, Los Angeles, became **Joel Douglas Advertising** . . . In New Orleans, Whitlock, Swigart & Evans, shortened to **Swigart & Evans** . . . Among the new shingles this month was the euphonious **Rippey, Reeves & Nott** in Phoenix . . . **Strassler-Johnson Co.** in Philadelphia . . . in New York **Myers, Anderson & Strong** and **Palmer, Codella & Associates,** an agency formed by T. Norman Palmer and John J. Codella (out of G. M. Basford) which was to have a rather spectacular billings rise within a year.

MARCH

The year's second biggest merger occurred. Burke Dowling Adams Inc. and St. Georges & Keyes—two agencies which began respective operations on exactly the same day—Dec. 1, 1939, combined forces to form **Adams & Keyes,** a reported $16,000,000 operation with offices in New York, Atlanta, Chicago and Los Angeles. The Atlanta office retained the old BDA name . . . San Francisco's Garfield Advertising and Hoffman Advertising became **Garfield, Hoffman & Connor** . . . In New York, Beekman & Packard and Wilbur & Ciango (a division of Boyer & Roger) merged to form **Wilbur-Ciango, Beekman & Packard** and said it expected to bill over $6,000,000 in 1959 . . . J. Walter McLean Advertising merged into the recently formed **Showacre, Coons, Shotwell** in Spokane . . . The Alexander G. Rigas Inc. agency in Newark became **Rigas, Fitz Maurice & Co.** . . . Gillis & Hundemer in Baton Rouge became **Gillis & Hundemer & Fetty** . . . **Edelstein & Conyers** was the new name for Toledo's Irvin L. Edelstein Associates . . . Edwin H. Ryan Advertising in St. Paul was reorganized as **Ryan-Coleman Inc.** . . . Clay W. Stephenson resigned as exec vp of the Tracy-Locke Co. Dallas office to open **Clay Stephenson Associates** in Houston, replacing the Tracy-Locke office there . . . **Tully J. Peter Advertising** became Fort Worth's newest agency . . . The Mottl & Siteman partnership in Los Angeles became a corporation named **Charles A. Mottl Inc.** . . **Donald M. Lawton** opened his own agency in Portland, Ore. . . **Salesmaker Associates** bowed in Kansas City, Kan. . . **Guldberg Advertising** in Ann Arbor . . . **John L. Magro** in Cincinnati . . . **Butcher, Sherwood & Associates** and **William Eisner & Associates,** both in Milwaukee . . . **Aron Advertising Associates** in Philadelphia . . . **Robert Kline & Co.** in Richmond, Va. . . and in New York, **Rich, Bryan & Curtis** and **Guth, Francis & Richards.**

APRIL

Cohen & Aleshire talked merger with **Fletcher Richards, Calkins & Holden,** came so close that the two agencies jointly solicited an account (Norwich Pharmacal's Nebs) but by the end of the month the merger was "definitely and completely off" and the Cohen agency (which got Nebs) said it was not planning a merger "now or in the future with anyone." Two months later it merged . . . In Houston, Abbott & Earl merged with **Goodwin-Dannenbaum** under the latter's name . . . In Chicago the ten-year-old Proebsting August & Harpham consolidated with **Roche, Rickerd & Cleary** . . . **Sanger-Funnell,** New York, acquired **McClellan Advertising,** operating it as a subsidiary under its original name . . . **Edwin Borgeson Advertising,** Studio City, Cal., bought Paul Gropman & Co., Los Angeles . . . Akron's 25-year-old Jessop Advertising was purchased by the new **Taylor-Jessop Advertising Co.** . . New Orleans' **Walker Saussy Advertising** bought Robert F. Anderson Co., Los Angeles . . . Chicago's Madison-Allen integrated into **Henry B. Kreer & Co** . . . **Samuel Chew,** one of the original partners in Chew, Harvey & Thomas, Philadelphia, withdrew to open his agency and his old shop changed its name to **Harvey & Thomas** . . . Also in Philadelphia, the 17-year old Seberhagen Inc.

Hoorah.

And hoorah, again.

Now we — The Boston Globe — have a bigger combined daily circulation in the Boston Trading Area than The Boston Herald-Traveler. (We're 296,256, says the 9/30/59 ABC. They're 294,525.)

And more. In advertising linage over the past decade, we've gone up 8,800,000 lines, and they've gone up 460,000.

That means *we* are the growing-est, bouncyest, most full-of-beans paper in a town that knows its beans. Good? Wonderful. Exciting? For us. Surprising? Nope.

Behind the growth of The Globe is the splendid new plant we opened two years ago — a plant with every conceivable mechanical whatsit for putting out a better paper faster. Behind our growth is our bright new format, new more readable type faces, ROP full color (and color in editorial features, too), our separate pull-out sports section, and our unmatched women's section. Plus the best coverage in all New England of world news (we've eight wire services, for one example, to their four). Plus special writers in special fields.

So. Now, more than ever, when you think of Boston, think of its Globe. When you want to sell Bostonians, sell them where they like to be sold. By the way, only The Globe delivers a fresh batch of readers to you twice a day. Morning and evening editions are substantially the same, only the hard news changes.

Hoorah.

The Boston
Globe
Morning · Evening
Sunday

A MILLION MARKET NEWSPAPER • NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

acquired two new principals and a new name, **Seberhagen, Nevin & Gruver** ... In Chicago, Leonard Advertising became **Leonard Primer Advertising** and Harry Atkinson Inc. changed to **Atkinson-Coker** ... Cleveland's Wellman-Buschman Co. shortened to **Wellman Co.** .. In Grand Rapids, Wallace-Lindemann changed to **Wallace-Blakeslee** ... K. O. Bates Advertising, Los Angeles, became **Bates & West** ... **Hanley & Earp** opened offices in Minneapolis ... **Douglas Turner Inc.** in Newark ... and New York's 35-year-old **Grant & Wadsworth,** which at its peak employed about 16 and billed some $500,000, was assigned for the benefit of its creditors.

MAY

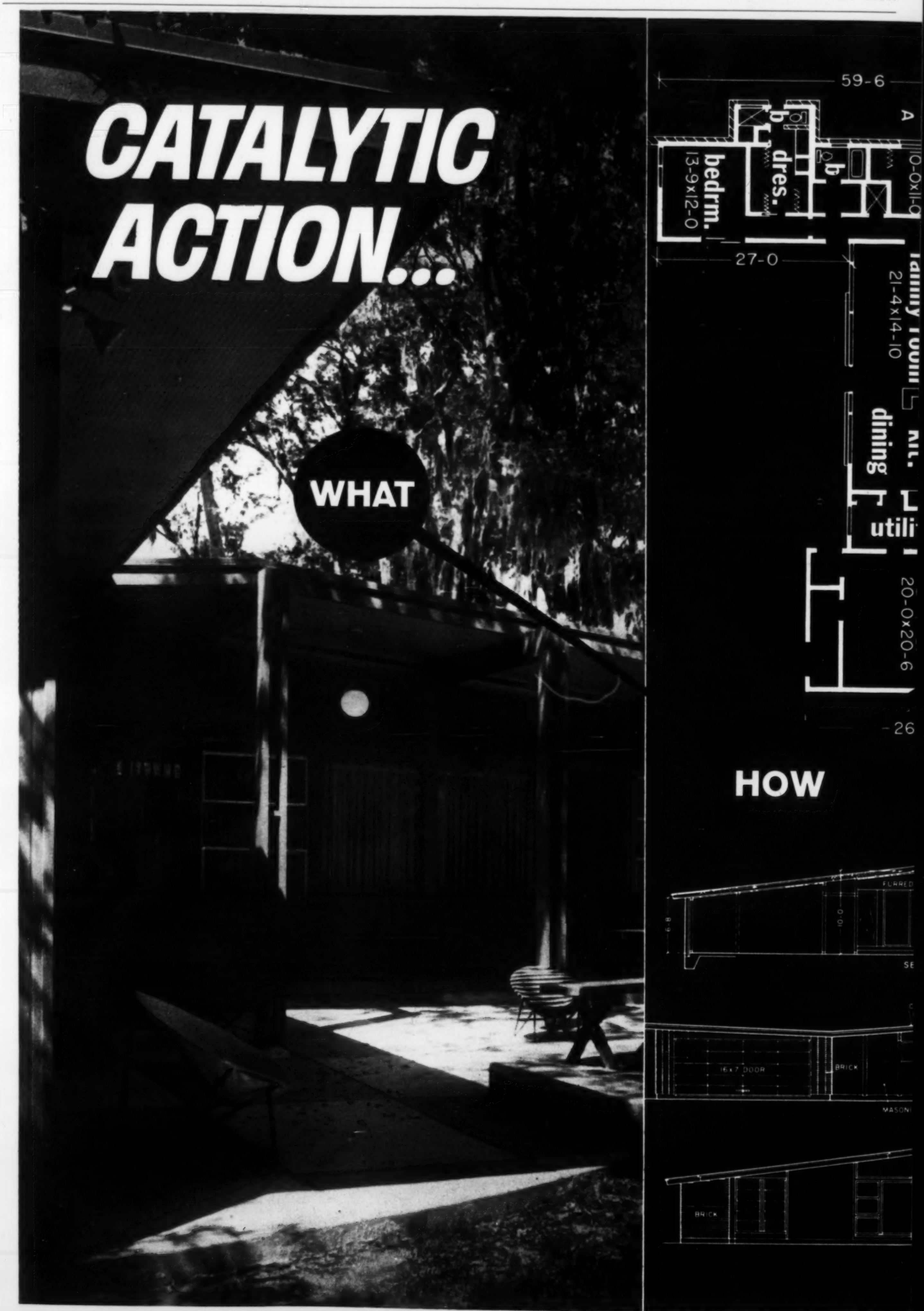
With the resignation of president Larry A. Wherry, Chicago's Wherry, Baker & Tilden changed its name to **Baker, Tilden, Bolgard & Barger.** This agency was the old Sherman & Marquette agency and in February, 1960, it would merge into Compton Advertising ... In the Northwest, the Seattle office of Honig-Cooper, Harrington & Miner merged with Washington Market Research Co. and was renamed **Kraft, Smith & Ehrig** ... In the Southwest **Fuller & Smith & Ross** purchased Fort Worth's 32-year-old Evans & Associates, converted into the agency's Dallas-Fort Worth office ... Back east, Erwin Wasey, Ruthrauff & Ryan added more than $3,000,000 billings by acquiring Pittsburgh's W.S. Walker Advertising, set up a new operation with the long-winded name, **Erwin Wasey, Ruthrauff & Ryan, W. S. Walker division** ... Two new Dallas agencies opened; **Walt Brownfield & Associates** and **Public Relations Services** ... **Willmarth, McCaffrey & Co.** was established in Albuquerque ... **Brown, Friedman & Co.** in New Orleans ... **Jack R. Holmes** in San Mateo, Cal. .. **Burton & Safyan Medical Advertising** in Los Angeles ... **Seng Advertising Service** in Wilmette, Ill. .. **Nic Filas Associates** in Philadelphia ... **Grant & Kurland Inc.** in Hartford ... And in New York, **Albert L. Morse & Co.** ... **Onofrio & Smith** ... **H. Allen Lightman Inc** ... Walter Van De Kamp retired and his 32-year-old **California Advertising,** Los Angeles, closed its doors ... In New York, the three-and-a-half year old **Pulse Advertising** decided to liquidate, later was assigned for the benefit of its creditors ... **Amos Parrish & Co.** emerged from Chapter 11 reorganization proceedings with new financing, new officers and plans for "new growth and development in advertising and management consulting for retailers and manufacturers."

JUNE

Big merger news in New York. Bryan Houston Inc., the five-year-old New York end of the old Sherman & Marquette operation, which had dropped upwards of $12,000,000 billings in less than a year merged with **Fletcher Richards, Calkins & Holden,** the second merger for the latter agency in six months ... A client, the House of Seagram, announced the transfer of some $5,000,000 worth of liquor business "to the newly merged agency of **Cohen, Dowd & Aleshire,**" thereby revealing the merger of Cohen & Aleshire with Dowd, Redfield & Johnstone ... **Kastor, Hilton, Chesley, Clifford & Atherton** completed another merger, this time with nine-year-old Herschel Z. Deutsch & Co. Thankfully, the Deutsch name was not added to the list ... Two St. Louis agencies, Ridgway Advertising Co. and Hirsch, Tamm & Ullman merged under the name **Ridgway-Hirsch Advertising Co.** ... McCarty Co. was at it again. Having disaffiliated from its old New York office in March, it established the **McCarty Co. of New York Inc.** The old McCarty Co. was renamed **Persons Advertising Inc.** .. **Wentzel & Fluge** was the new name for Chicago's Wentzel, Wainwright, Poister & Poore ... Saunders/Wilcox Associates, Coral Gables, became **Saunders/Wilcox/Bell** ... Bill West Advertising, Los Angeles, became **West Associates** ... James B. Rogers Associates, Baltimore, became **Rogers & Collins** ... New agencies galore. Among them, **Arthur J. Falconer Advertising,** New York ... **Harold Pearson Associates,** Fords, N.J ... **Robert Goodman Agency,** Baltimore ... **Burkholder Advertising,** Columbus, O. .. **Commercial Advertising Associates,** Dallas ... And in Oakland, Cal., William Cullenward decided to reactivate his family's agency under the name **Cullenward & Associates.**

JULY

London calling. Ted Bates & Co. added its first foreign office by acquiring John Hobson & Partners which changed its name to **Hobson, Bates & Partners.** A year earlier Bates unsuccessfully tried to buy Britain's Masius & Fergusson ... The Michael Newmark Agency and S. Posner & Co., two New York agencies with reported combined billings of $1,800,000, merged as **Newmark, Posner & Mitchell** ... Dobbs Co. and Petrick Amandolare & Doynow, New York, merged to operate as **Dobbs Advertising Co.** .. **Carpenter-Proctor,** Newark, acquired the personnel, facilities and accounts of Rea, Fuller & Co., New York ... **George L. Mallis Inc.** and **W. S. Roberts Inc.,** Philadelphia, merged ... **Ladd, Southward & Bentley** and M. Glenn Miller Advertising, Chicago, combined operations under the Ladd name ... Von der horst



& Champy, Wayne, N. J., became **Von der horst & Associates** ... McNeil & McCleery, Los Angeles, changed to **McNeil, McCleery & Cochran** ... Gore Smith Greenland Inc., New York, changed to **Chester Gore Co.** . . . Among the new agencies, two Regal Advertising executives, Stanley Grayson and Allen C. Kaye-Martin, formed **Media Services Advertising Agency**, New York, dealing exclusively in radio and television ... **Kosky-Scarpelli** opened offices in Stapleton, N. Y., on Staten Island ... **Hill & Lincoln Advertising,** Miami . . . **Joel Stuart Freedman Advertising,** Cincinnati . . . In Colorado, **Nicholas J. Nagle Advertising** opened in Denver ... **Western-Air** in Boulder ... in San Jose, **Faulkner-Stewart Co.** went into business.

AUGUST

A rarity in name changing occured which French & Shields, St. Louis, changed its name to **French Advertising Inc.** despite the fact that Oakleigh R. French neither works there now nor did he own any stock in the agency. The new majority owners said they sought stability and continuity ("How can the agency business hope to reflect stability if we change corporate names at the slightest shift in ownership?"). The French name has been around for 27 years . . . Not in agreement was Seattle's 12-year old David Pollock Agency, which changed to **Pollock, Loth & Lowe** ... or Litman-Stevens in Kansas City, Mo., which became **Litman-Stevens & Sher** ... or Advertising Associates in Phoenix which became **McCutcheon & Patton** ... New shops opened in this generally quiet summer month included **Warren Advertising**, and **William Schurr Co.,** in Philadelphia as the **Reed/Warren** partnership dissolved ... **Robert B. Goldman Advertising,** Providence ... **Larry Kelly & Associates,** Minneapolis ... in St. Louis, **Katzif-George-Wemhoener** ... **Kay Richins Inc.,** Salt Lake City ... and **Ptak, Richter, Phee,** in Phoenix.

SEPTEMBER

The fall season got off to a furious start with more than its quota of mergers, failures, acquisitions and new agencies ... The oldest agency in Rochester, N. Y., Hanford & Greenfield, founded 53 years ago as Lyddon & Hanford, combined with Hutchins Advertising Co. to become the **Hanford & Greenfield division of Hutchins Advertising** . . . Australia is heard from as McCann-Erickson announced the acquisition of Hansen-Rubensohn Pty. Ltd. and the formation of a new company, **Hansen-Rubensohn-McCann-Erickson Pty. Ltd.,** headed by Sim Rubensohn who co-founded the agency in 1928 ... Minneapolis had a busy month. **John W. Forney Inc.** bought the Minneapolis office of Bruce B. Brewer & Co., thereby nearly doubling the agency's business and personnel . . . Colle & McVoy Advertising, Minneapolis, merged with Weston-Barnett in Waterloo, Ia., to form **Colle McVoy Weston Barnett Inc.** A week later the Minneapolis agency merged the recently formed Hanley & Earp as well ... the collapse of **Zeuthen, Thomas & Hulbert,** Minneapolis, was revealed as the three principals relocated ... Two Milwaukee agencies, Albert J. Turner & Associates and Val Meyer & Associates, merged to form **Turner-Meyer & Associates.** The merger occurred 11 months after the founding of both agencies ... **Bozell & Jacobs** absorbed Keeling & Co., Indianapolis ... In Louisville, Fessel-Siegfriedt and Dooley & Moeller merged to form **Fessel, Siegfriedt, Dooley & Moeller** ... Most interesting of this month's name changes was the announcement by Mogul, Lewin, Williams & Saylor, New York, that it was now known as **Mogul Williams & Saylor.** The old name was the result of a Jan. 1 merger between Lewin, Williams & Saylor and Emil Mogul Co. Shortly thereafter chairman A. W. Lewin found himself in a bitter dispute with president Emil Mogul, which after going to court, was to be "amicably settled" the following month. Not only was Lewin now out of the agency but Ralph W. Williams had died in 1951 and Henry H. Saylor had retired in 1927 ... in Los Angeles, Page Otero bought out his partner Curtis R. Winters and the Otero & Winters agency formed in February became **Page B. Otero Inc.** ... also in L. A., Robinson, Jensen, Fenwick & Haynes, became **Robinson, Fenwick & Haynes** . . . Buffalo's Bowman & Block became **Bowman, Block & Fatin** ... One of the year's most unusual new agency experiments was **Papert & Free,** New York, a foursome consisting of two married couples—all veteran creative executives. At first, said one of the four, there was a certain amount of shyness about criticizing each other's work "but that it being quickly overcome." By the end of the year the Paperts and the Frees

WHO
bedrm.
13-9x12-4
living
14-4x10-0
86-2

...and the Who is you

You can add up what a builder wants to know in three questions.

What to build? How to build it? Who makes what it takes?

The What and the How of building are two sides of the same coin. Our editors match them up in a time-saving style that fits the time-pressed builder to a T. Then, when the builder is hot on the subject, you step in to answer Question No. 3: Who makes what it takes to do the job?

And step in with your biggest and best advertising. Because here's the biggest builder audience in the business. Here's the highest and most meaningful renewal rate. Here's a reader preference story in areas of voluntary subscription that looms up from ABC statements like a church steeple. No wonder American Builder is the book that's used by the most advertisers.

No matter how much money you've got to spend, it will buy you more business in American Builder. 30 Church Street, New York 7, New York.

NOBODY COVERS AMERICAN BUILDING LIKE

American Builder

A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION

1ST In the Nation in Boat Advertising

Over 595,560 lines of Marine Advertising in 1959 covering Ft. Lauderdale, one of America's Great Boating Markets, where there are over 20,000 registered boats—265 miles of navigable waterways.

"It's the ONLY newspaper covering this big market!

Three Time Winner of Boating's Golden Award 1957 - 1958 - 1959

Fort Lauderdale News

divorced ... **Paul Miller Agency for Marketing & Advertising** was formed by the director of the Gimbel's home food plan who decided he could do better with a house agency than he had with the three agencies he's tried within a year ... Other new agencies were **Long & Edwards Associates,** White Plains, N. Y... **Sonny Smith Agency,** Charlotte ... **Van Arsdale & Vander Voort Advertising,** Sarasota ... **Evans Young Wyatt Advertising,** Dallas ... **Raymond Wiggers Advertising Marketing,** Chicago ... **Durey Ranck Advertising,** Denver ... **Leonard & Preston Advertising,** Davenport, Ia... and in Logansport, Ind., the 39-year-old **Reliable Advertising Co.** closed its doors.

OCTOBER

A big month for new shingles ... Four officers of Brady Co., Appleton, Wis., resigned over "differences of opinion" and formed **Creative Group Inc. . . Swan & Mason Advertising** opened in New York, backboned by the Oral Roberts Evangelistic Assn. billing nearly $2,000,000 ... The exec vp of Philadelphia's Lee Ramsdell & Co. left to form **Gerald F. Selinger Co. . . David G. Lyon Inc.** opened in Westport offering clients the standard 15% commission system or an option "pay for results" plan ... The creative vp of Lavenson Bureau of Advertising resigned and opened **Irving Gould Advertising,** Philadelphia ... the Chicago office manager of Compton Advertising opened **Lawrence C. Holmberg Co. . . Thomas T. Engel & Associates** opened in Evanston, Ill. . . **Ollie Johnson Advertising** in Kankakee ... **W. A. Krause Inc.** in Minneapolis ... **R. Scott Griffith & Associates** in Las Vegas ... **Peter Torrieri Advertising** in Baltimore ... Two leading Australian agencies got into the merger act. Briggs & James, Melbourne, and Canny, Paramor & Canny, Sydney, became **Briggs, Canny, James & Paramor** ... In Washington, Mercury House Inc. and Promotion Associates Inc. merged as **Stamler, Brooks & Soghigian** ... Charles Ross Advertising, Los Angeles, was absorbed by **Gage, Booth & West** . . . Goodwin-Dannenbaum, Houston, a merger earlier in the year, lengthened its name to **Goodwin, Dannenbaum, Littmann & Wingfield** ... in New York, Doner & Peck changed its name to **W. B. Doner & Co.,** a move not unexpected since the merger of the Doner and Peck agencies the year previous ... Spokane's Showacre, Coons, Shotwell was in the news again, expanding its name to **Showacre, Coons, Shotwell, Adams** ... New York's **Extrad Co.,** originally organized in 1954 as Lewis King-Sidney Flamm Associates Inc., filed a voluntary petition of bankruptcy listing assets of $2,946 and liabilities of $72,777.

NOVEMBER

The desire to open new agencies before the end of the year continued ... C. Ralph Bennett, exec vp, and Edward G. Chase, vp at Fred Gardner Co. resigned to open **Bennett & Chase** ... Arthur Meyerhoff & Co. closed its Milwaukee operation and George Grabin, who headed it, opened **Grabin-Shaw Advertising,** a division of Chicago's John W. Shaw Advertising ... **Long Vineis White Inc.,** an ethical drug specialist, opened in Morristown, N.J . . . **J. C. McDonough Associates** in Fort Lauderdale ... **Impact Advertising** in Washington . . **Duke Mawhinney Advertising** in Jackson, Mich ... **Sun Ad Inc.,** in Phoenix ... **Ralph Moore & Associates,** Austin, Tex . . . **Joseph Pedott Advertising,** San Francisco ... Overseas, **Korean Advertising Agency** was formed in Seoul ... **Plantz-Dreyer Associates** in St. Thomas, Virgin Islands ... Merger-happy **Yardis Advertising Co.,** Philadelphia, consolidated with Samuel Taubman Advertising, and a week later merged with Edward Robinson Agency. Tongue-in-cheek the agency said it would not actively seek further mergers but would be receptive to overtures from agencies "which have something of value to offer" ... **Glenn Advertising,** Dallas, acquired J. Stewart Bell Advertising, Oklahoma City . . . **Calkins & Holden,** now Fletcher Richards, Calkins & Holden, finally settled its long simmering legal differences with **Seklemian & North** "amicably out of court."

DECEMBER

As 1959 began, so it ended—with a merger. **Fuller & Smith & Ross** acquired the Los Angeles agency, Stromberger, Lavene, McKenzie, which was formed in 1953 and put current billings at $5,000,000 . . . Chicago's newest agency, **Peitscher, Janda/Associates,** opened with eight accounts (seven out of Fulton, Morrissey & Co.) and anticipated billings of at least $2,700,000 ... Also in Chicago, **A. D. Phillips Advertising,** which closed in July, 1958, was reactivated as Arthur D. Phillips resigned from M. M. Fisher Associates ... **T. J. Donnelly Associates** opened in Flushing, N.Y ... **Herb Melleny Associates** in Norfolk ... Foulke agency, Minneapolis, changed its name to **Gould, Brown & Bickett** ... Arbingast, Becht & Associates, Peoria, became **Becht & Blomeyer** ... Craig & Webster Advertising, Lubbock, became **Webster/Harris/Welbron** . . . the curtain closed on the "fabulous fifties" ... the "soaring sixties" arrived. #

How Billings Are Distributed

Bracketed by Size of Agency

Billings Bracket	No. of Agencies	Total Billings for Group
Over $25,000,000	39	$3,122,953,000
$10-25,000,000	46	694,500,000
$5-10,000,000	57	379,626,000
$1-5,000,000	*133	284,476,000
Under $1,000,000	*233	87,502,000
Domestic Total	508	4,569,057,000
Foreign Agencies	121	831,302,000
Grand Total	629	$5,400,359,000

*Includes only agencies reporting billings to AA. All other domestic group totals are as complete as AA could make them, and include estimates for agencies not reporting.

Agency Billings Addenda

The following profiles are of 11 agencies that reported after deadline for the Agency Billings Section in this issue:

R. I. David & Co., Chicago, billed $405,922, of which $270,315 was in capitalized fees, compared with $513,783 reported in 1958. Newspapers got 12% of the billings, radio 10%, magazines 7%, outdoor 3% and other media 68%.

Getschal Co., New York, reported 1959 billings at $3,170,000, of which $600,000 represents capitalized fees. For 1958 it reported $3,020,000 also with $600,000 capitalized. It added Drug Store Council Inc.-Good Neighbor Pharmacies and Friendly American Hardware & Houseware stores. Television got 40% of the billings, radio 39%, newspapers 15%, magazines 10% and business papers 5%. It has 17 employes and expects a 20% rise in 1960 volume.

Matthew, Caldwell & Ballard, Chicago, billed $92,538 in 1959, of which $73,370 represented capitalized fees. During the year it added J. J. Wright Motors, Southside Hotel Assn., and Crayton Sausage Co. which it dropped one month later. It also lost the 47th St. Businessmen's Assn. Printed matter got 59% of the billings, radio 23%, television about 6%, newspapers 5%, point of sale 4% and magazines 1%. The agency has six employes and expects a 5% increase in 1960 billings.

Molesworth Associates, New York, billed $1,419,000 in 1959, of which $1,148,000 represented capitalized fees. In 1958 billings were $1,267,000, with $1,054,000 in capitalized fees. The agency added Beryllium Corp., Alden Electronics and Vitro Chemical Co.; it lost Sanders Associates. Technical and industrial magazines got 75% of the billings and other business papers 25%. It has 20 employes and expects a 25% rise in 1960 volume.

Saks & Grinnell, Minneapolis, billed $99,937 in 1959, of which $23,013 was in capitalized fees. In 1958 the agency billed $95,454, with $27,613 capitalized. It added Academy theater, Cy's men's wear and Northern Fur Coat Mfg. Co. Radio got 58% of the billings, television 33%, newspapers 6%, magazines 1% and other media 2%. It has one employe and Mr. Saks expects to do about the same volume of business in 1960.

Walsh Advertising Co., Toronto, billed $4,600,000 in 1959, compared with $4,200,000 reported in 1958.

The agency says its most important development last year was the moving to new and larger offices in both Toronto and Montreal, involving ten year lease arrangements exceeding $600,000. Toronto facilities include a test kitchen, a complete radio and television department, two board rooms, a library and patio lounge.

Walsh lost four sizable accounts to the Canadian branches of U.S. agencies and obtained one from them. This was the automotive products division of Simoniz Co. Ltd., previously at Young & Rubicam. One of the agency's oldest accounts, Green Giant of Canada Ltd., moved to Leo Burnett; Catelli-Habitant went to McCann-Erickson; U.S. advertising space for Canadair Ltd. to Erwin Wasey, Ruthrauff & Ryan, with Walsh retaining certain Canadian divisions; LaBelle Fermiere to Y&R.

Losses were balanced by a successful new business program which brought in 14 new accounts including the Watchmakers of Switzerland and National Hosiery Mills Ltd., Canada's largest hosiery manufacturer. There are 70 employes in three offices and the agency expects to bill $5,000,000 in 1960.

Ward, Frojen Advertising, Los Angeles, billed $650,000 in 1959, compared with $550,000 in 1958. The agency added Concord Electronics Corp. and the Morning Co., reports no losses. It has five employes and expects a 15% rise in 1960 volume.

ARGENTINA

Yuste Publicidad, Buenos Aires, billed $1,204,820 in 1959, placing the agency at second largest in Argentina. The agency has 39 accounts and billings go into television, radio, print, cinema advertising and direct mail. There are 100 employes.

BRAZIL

Standard Propaganda, S. A., headquarters Rio de Janeiro, billed $3,794,666, of which $444,666 represented capitalized fees, in 1959. In 1958, comparable figures were $2,796,111 and $276,111 (dollars converted at $180 cruzeiros per dollar). Media breakdown: newspapers 35%, magazines 15%, radio 20%, television 15%, outdoor 3%, point of sale 8%, "other" 4%. The agency has 247 employes in five offices. It estimates 1960 volume will be up 40%.

Day's end —
and Detroiters
read their papers

Total metropolitan household coverage of both evening papers: 70.5%

Any other combination comes to no more than 58.1%

Only with both Detroit evening papers do you get 70.5% of the metropolitan-area families—and at the lowest combination rate! Even more impressive: 234,333 families in the metropolitan area read the TIMES exclusively (130,889 more than Detroit's morning paper). And 83% of the metropolitan-area families who read the TIMES get home delivery! Clearly enough, selling potential customers through the TIMES is a habit worth cultivating.

KEEP YOUR EYE ON THE TIMES

Detroit Times

Represented nationally by
HEARST ADVERTISING SERVICE INC.

20, ST. ANN'S SQUARE, MANCHESTER 2, ENGLAND
73 GROSVENOR STREET, LONDON W.1.

Roe advertising

FOR BUILDING BIGGER BUSINESS IN BRITAIN & EUROPE

COAL MINING
presents
latest news of
entire
coal industry

Whether you produce products for deep or strip mining, your sales message will reach more men who plan, specify and buy . . . when you advertise in Coal Mining.

Each issue is eagerly read for the latest news about methods, equipment and personnel. And, since 1944, Coal Mining's vigorous campaign for further automation has won enthusiastic endorsements of top officials in bituminous and anthracite.

To reach men who buy, advertise In Coal Mining. AA-9723

COAL MINING
4575 Country Club Drive • Pittsburgh 36, Pa
Serving the coal industry since 1898

THERE'S ALWAYS ONE IN EVERY GROUP!

He may reserve his opinions when men talk fashions or politics, but when the conversation swings to things involving the mechanics of modern living, there's one in every group who speaks right up. And he gets attention. He's the man with a natural interest in what makes things go. He's the kind of man who reads POPULAR MECHANICS.

Take automobiles for example. What about the new compacts? What's good? Which one? PM has the story. Typical of its specialized coverage of the automotive field are POPULAR MECHANICS' owner reports on new cars. They cover millions of miles of over-the-road driving by actual owners who report their experiences and opinions to PM. They cover all cars. As you would expect, they're exclusive with POPULAR MECHANICS.

This kind of POPULAR MECHANICS reporting gives readers a special knowledge of products, workmanship and performance. The PM man knows what he's talking about. He's respected for his knowledge of the mechanics of modern living.

Whether he's buying a car, buying photo equipment or an electric shaver... whatever he buys, the PM man specifies.

If he is sold on your product, he knows why—and so will his friends and neighbors who respect his special talent for knowing what he talks about. He's a big man to have on your side.

You can sell him with your product story in the magazine that sparks his thinking on what to do, what to buy—and why . . .

FOREIGN EDITIONS:
SPANISH—Mexican-Caribbean, Southern Hemisphere,
FRENCH; DANISH; SWEDISH;
GERMAN; PORTUGUESE; DUTCH.

POPULAR MECHANICS

A HEARST MAGAZINE

Puts Men

in Motion

offices. It estimates 1960 volume will be up 40%.

CHILE

Propaganda Fonck Soc. Ltd., headquarters Santiago, billed $96,500 in 1959, up from $67,800 in 1958. No account changes reported. Media breakdown: calendars 41%, newspapers 32%, magazines 7%, radio 7%, outdoor 3%, business papers 8%, transit 2%. It has ten employes, and estimates that 1960 volume will be up 25%.

FRANCE

Publicite R.L. Dupuy, headquarters Paris, billed $9,000,000 in 1959, up from $7,000,000 in 1958. No account changes were reported. Media breakdown: newspapers 50%, radio 15%, outdoor 10%, business papers 5%, cinema 20%. The agency has 230 people in two offices (the second in Morocco), and it estimates 1960 billings volume to be up 30%.

first
in editorial...
in circulation..
to the combined
Water Supply and
Sewage Treatment
Market

WATER & SEWAGE WORKS

WATER & SEWAGE WORKS publishes more editorial pages devoted to water supply and sewage treatment and offers a greater circulation to the field than any other independent publication. No wasted circulation—no blank spots, WATER & SEWAGE WORKS is a specialized publication selling a specialized market.

ABC

ABP

SCRANTON PUBLISHING COMPANY, INC.
185 N. Wabash Ave., Chicago 1, Ill.
155 E. 44th St., New York 17, N. Y.

Clarence Eldridge Dissects Agency Compensation, Client Relationship

In Minneapolis last week, Clarence E. Eldridge, now a senior consultant with Lennen & Newell, unfolded a shrewd and lengthy analysis of the problems of agency-client relationships in the course of a speech devoted to various problems of the advertising business. Mr. Eldridge, who has the advantage of having worked on both agency and client sides, with Young & Rubicam and General Foods and Campbell Soup, had a great deal to say about agency-client relationships and the agency compensation system.

Here is the text of his statement:

It is a real privilege for me to have the opportunity to speak to you today.

About five years ago, I had the pleasure of addressing the annual convention of the Advertising Federation of America in Chicago, and I cherish the memory of that occasion as one of my most gratifying experiences.

Incidentally, I was introduced that day by Leo Burnett, whom most of you know or know of. Leo was at his most brilliant best and he gave me the most glowing, most highly exaggerated send-off you can imagine. I suppose that in today's idiom it might have been characterized as "imaginative selling." I found it difficult to identify myself with the paragon that he was introducing. But in reality, I loved it—and, with my tongue in cheek, came to believe part of it.

Now I'm sure that these facts were pure coincidental; nevertheless, it is a fact that at that time I was vice-president of marketing for Campbell Soup Co., a fairly sizable advertiser, and Leo was the head of one of our agencies.

It seemed to me that certain deductions might be made, that would be useful in the future. If you are going to make a speech and want a really terrific build-up in your introduction, just take these simple steps: Get a job as marketing head of a multi-million dollar advertiser, then get the head of your advertising agency to introduce you—and you will never be disappointed.

The subject of my talk on that occasion was "The Social and Economic Responsibilities of Advertising." The reaction, both then and later, was most gratifying, although there were some people who took rather violent issue with what I had said.

Pressing Problems

Nevertheless, without repeating what I said at that time, but rather approaching it from a somewhat more timely angle, I should like today to discuss what seems to me to be some of advertising's most pressing and serious problems—and opportunities.

When I was invited to appear before you, it was a little difficult for me to decide just what I wanted to talk about. There were so many things which were in my mind—the nature of the marketing concept, the correct positioning of the advertising manager in a marketing organization, the factors making for a sound and harmonious client-agency relationship, the things that an advertiser should and should not expect of his agency, and the things that the agency should be entitled to look for from his client. Also, the arguments for and against a decentralization of the marketing function, with delegation of total marketing responsibility to one or more product managers—as contrasted with an organization operating on a functional basis.

The selection of a subject, from all these, is made infinitely more difficult by the fact that when one has reached the degree of superannuation that I have now arrived at, he is likely to have opinions on all of these subjects and to want to express them freely. You will all arrive at that point some day—so please be tolerant.

However, when the chips were finally down, my decision was not quite so difficult after all. Important as are the subjects I have just enumerated, they relate principally to questions of organization and procedure. And it seemed to me that at this particular time there were questions confronting the advertising profession that are even more fundamental—more urgently pressing for solution. For conceivably—and I do not want to exaggerate—they may go to the very self-preservation of advertising.

Out of the many specific problems that fall into this category, I selected two upon which I would like to focus your attention.

1ST In the Nation in Boat Advertising

Over 595,560 lines of Marine Advertising in 1959 covering Ft. Lauderdale, one of America's Great Boating Markets, where there are over 20,000 registered boats—265 miles of navigable waterways.

"It's the ONLY newspaper covering this big market!

Three Time Winner of Boating's Golden Award 1957 · 1958 · 1959

Fort Lauderdale News

The two problems, which actually are more closely inter-related than might at first seem to be the case, are these:

1. The Unaffordable Cost of Unbelievability.

2. The Client-Agency Relationship, with special reference to Agency Compensation.

Cost of Advertising

The problem I should like to discuss with you first is the high and rising cost of advertising. This, it seems to me, is one of the most serious and urgent of all the problems facing advertising—for the simple reason that unless the present trend can be checked it can vitally affect the affordability of advertising for a great many of its present and potential users. What this would do to the volume of advertising and, therefore, to the people in advertising is too obvious to require any amplification.

The merit and the justification of advertising is that it is the most efficient and economical tool we have by which mass selling can be accomplished and the tremendous output of our industrial plant can be kept moving. In the past, even though in specific cases it is frequently difficult to pinpoint the results of advertising and thereby to evaluate its cost, it has demonstrated not only its productive power but its economic justification.

But this productive power depends on its total ability to persuade; its economic justification depends upon its effectiveness per dollar spent. If and when we ever reach the point where advertising ceases to persuade, where the cost of a given result is disproportionate to the gross profit produced by that result, advertising will not only become less attractive to its users—it will become unaffordable.

And that would be calamitous—to business, to advertising media, to advertising agencies—and to the hundreds of thousands of people who are engaged in this great business.

I do not say that advertising is on the verge of going out of business. It is far too vital for that. But I do say that there is a trend which, unless checked, can lead—at best—to a sharp curtailment in the use of advertising; at worst to the demise of advertising as the great economic force it has been for the past several decades.

Inflation as a Cause

Part of the trend that I have referred to results from the increase in advertising costs due to inflation. Inflation increases the initial cost of the advertising, as the following facts will attest:

In 1949, a four-color page in The Saturday Evening Post cost $16,000; today, it costs $37,695—an increase of 135%. Meantime, the circulation has increased 53%—which means that the cost-per-1,000 of circulation has increased 54.4%. Assuming that the average readership of ads has remained constant—a perhaps dubious assumption, in view of the big increase in the amount of advertising—the advertiser is paying 54% more per person reached, than in 1949.

The cost-per-1,000 of circulation in Life has gone up 44%, in McCall's 44.4%; Ladies' Home Journal, 36%, This Week Magazine, 42.1%, Chicago Tribune rotogravure, 47.8%, and the Minneapolis Tribune rotogravure, 30.8%.

Believability as Cost Factor

But the initial cost of the advertising—the cost of space, for example, and advertising manpower—is not the only, nor even the most important, determinant of real cost. The really important thing is the cost of making the sale, of not only reaching but persuading the prospect.

Obviously, the cost per page per 1,000 of circulation, the milline rate, the cost-per-thousand listeners or viewers, are factors in the final equation, but they are not the only factors. An even more important factor is the power, the persuasiveness of the advertising.

Again, there are a number of subfactors which go to determine persuasiveness. To be sure, the advertising must be such that it attracts attention, that it registers the desired sales message, and that it is remembered. These are the minimum pre-requisites of persuasion.

But there is another requisite—more important, perhaps, than all the others combined—and that is believability. It doesn't matter how many people you reach with your message, nor how interestingly or entertainingly the message is transmitted—you're not going to make many sales unless the message is believed.

Please note that at this point, I am not speaking of truthfulness, but of believability. The two may be synonymous, but they are not identical. An advertisement may be completely true, and still unbelievable; and conversely, it may be believable and not truthful.

The distinction is important. I assume we would all agree that untruthful, deceptive or misleading advertising is wrong. But since we are here concerned with the persuasiveness of advertising—its ability to influence people—it is not the truthfulness of the advertising, but its believability, that matters.

Nevertheless, there is a relationship between truthfulness and believability—in this case, a terrifying relationship. The reason why it is terrifying is that a very small amount of untruthful advertising can generate disbelief of all advertising.

There is a legal maxim which is quite relevant. It says "Falsius in uno, falsius in toto." Freely translated, this means that a person who testifies falsely about one thing may be presumed to testify falsely about everything. Everything that a liar says—unless it is corroborated by other credible evidence—is presumed to be a lie.

And therefore, every false or misleading advertisement may generate in the minds of the public—who, after all, cannot be expected to research all the claims made in advertising—skepticism that goes far beyond the untruthful advertisements themselves and affects the viewer's attitude toward all advertising.

Indifference to Advertising

There is some reason to believe that this skepticism—or if you prefer a milder word, indifference—to advertising has already spread quite widely, that a great many people tend to brush off statements in advertising as "just advertising claims."

Now, I, being rather naive, happen to believe that the vast majority of advertising is honest, not untruthful, not intentionally deceptive or misleading. To be sure, in most advertising, the advertiser puts his best foot forward—he indulges in what the law has recognized and approved as harmless "trade puffery." This usually concerns itself with such intangibles as flavor, appearance, style, comfort, convenience, aesthetic values and the like.

But I honestly believe that there is relatively little advertising which deliberately misstates or distorts facts, or that claims for its product, attributes that it does not have and results that it will not produce.

Yet, there is some advertising that does just that.

Certainly, not all cigarets can "filter best." Not all of them can be "lowest in tars and nicotine." Certainly not all detergents get clothes "cleaner, whiter, brighter" than all others.

And since I have neither the time nor the inclination to research the matter for myself, I simply end up by saying in effect "a plague on all your houses"—and believing none of them.

Then there is the toothpaste advertising. I don't have the slightest idea whether the various claims—claims of the prevention of tooth decay, claims of all day protection—are true or untrue. But in view of the counter opinion of a considerable part of the dental profession, I think the layman would be quite justified in regarding such claims with skepticism, if not complete disbelief.

Alongside the patently untrue and the dubious claims, are others which, even if true, are simply unbelievable, Ted Bates says that his product will shave sandpaper. Maybe it will. But without Ted's personal assurance (given in his recent full-page ad on imaginative selling) I would be most skeptical—and so, I think, would most readers and viewers of the advertising. And of course, most people aren't going to have the benefit of Ted's personal assurance.

Another kind of advertising that falls into the same general category is that which, while true and harmless enough, is completely without meaning for the average consumer. Recently, I have watched Bud Palmer and Red Grange go into ecstasies about a safety razor that is "so safe you can shave in the shower." What possible significance does that have? I try not to be unduly literal, but I not only cannot conceive of anyone's wanting to shave in the shower, but I see no relationship between the safety of a razor and shaving in the shower.

In total, the effect of all these things on the believability, and therefore the persuasiveness, of advertising, can be very great and very serious. Disbelief, indifference, ridicule—these are all potentially powerful deterrents to the effectiveness of advertising.

Certainly to the extent that disbelief in some advertising claims generates disbelief—or even skepticism—with respect to all advertising, advertising is in danger of fouling its own nest.

There is some evidence that this is already happening. There is no doubt that some people disbelieve some advertising. There is no doubt that some people laugh at what they consider the silliness of some advertising. And there are undoubtedly many television viewers who, when the program is over, couldn't tell you to save their lives what products had been advertised on the program—to say nothing of what had been claimed for the products.

Advertising's Image

To what extent this kind of erosion—compounded of disbelief, indifference and ridicule—has already affected the power of advertising to sell, I, of course, do not know. I doubt whether anyone else does.

Clarence Eldridge

Which brings me to the point of this part of my talk: we ought to know.

Advertising is not only an $11 billion business. It is a product—our product. And unless I am seriously mistaken, none of us has anything more than the fuzziest idea of the public image of our product—of what the public thinks of advertising, in general and specifically.

A Procter & Gamble, a General Foods, a Colgate—any successful manufacturer—keeps his ear to the ground all the time in order that he may know what the public thinks of his products. The corporate image is important, the product image perhaps even more so.

And if this is a must for a manufacturer, how much more important is it for advertising in total to know its strengths and weaknesses with the public.

Advertisers spend many hundreds of thousands of dollars every year in trying to measure the effectiveness of their own advertising. They use Nielsen and other services to tell them how many homes they are reaching with their radio and television programs; they use Schwerin or some other service to get a line on whether their commercials are being seen and heard; they use Gallup-Robinson and similar services to measure the reading, noting and "proved name registration" of their publication advertising.

Yet, with all this expenditure, we are woefully lacking in dependable information about what may be the single most important factor: Believability. And not only the believability of our own advertising, but of advertising in general. For, as I emphasized at the start, it is not enough that my advertising be believed, for unbelief of some advertising can affect the believability of all.

Now it would seem to be almost axiomatic that if some people disbelieve or take a dim view of all advertising, or if many people are skeptical concerning some advertising, it is going to take a lot more advertising to deliver the persuasion-power that we need. To accomplish the same results, you are going to have to reach more people more often than would otherwise be necessary. And this is where we run smack into the problem: The unaffordability of unbelievability.

In addition to the effect of inflation in increasing the cost of reaching a thousand prospects—something which apparently we are powerless to do much about—the advertiser is confronted with the necessity for reaching more people, reaching them with greater frequency, delivering more messages, to compensate for the reduced persuasiveness resulting from disbelief or indifference.

It seems to me that more knowledge is urgently needed, before it is too late. Maybe many of our present fears as to the public's attitude toward advertising are unfounded. Let us hope they are. But it may also be that the situation is worse than we have believed. The one certain thing is that we cannot afford not to know—we cannot afford to gamble an $11 billion business, and its importance to the businesses it serves, on unsupported beliefs or hunches, or complacency.

Study for 4A's, ANA

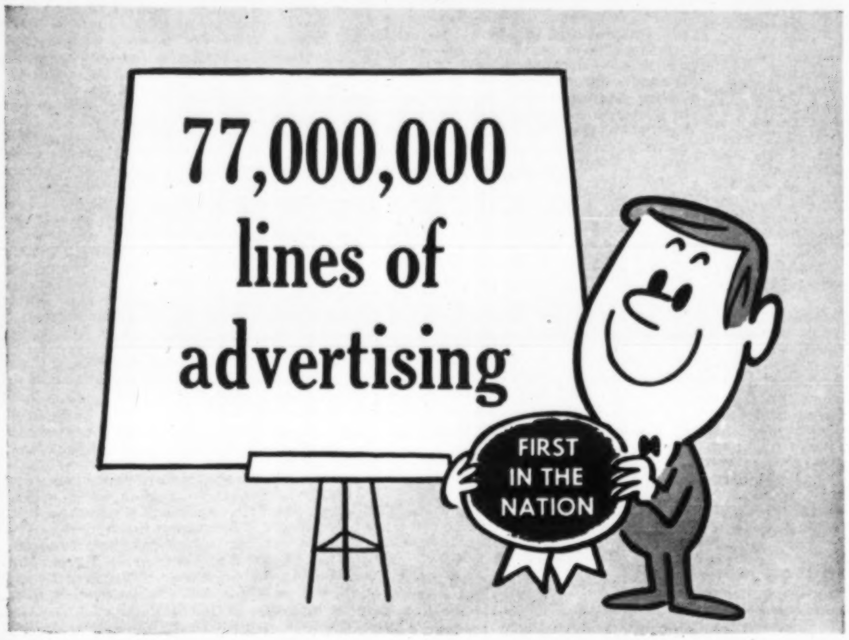
It seems to me that here is one study which the Four A's and the Assn. of National Advertisers might well undertake jointly. The attitude of people generally toward advertising should be carefully probed—and particularly the question whether they believe advertising or not. The extent to which they know what products sponsor their favorite television programs and what claims the advertiser makes for his products should also be studied.

There is likewise, much valuable information that can and should be gathered with respect to the attitude toward the advertising of particular products or categories of products. The interviewee should be shown advertisements featuring various kinds of products—and asked what they mean and whether he believes them. In order to avoid any possibility of "leading" or conditioning the witnesses, good as well as bad advertisements should be shown them—ads in which the claims are valid, reasonable and believable, as well as ads that are of doubtful credibility, ads that are merely silly, etc.

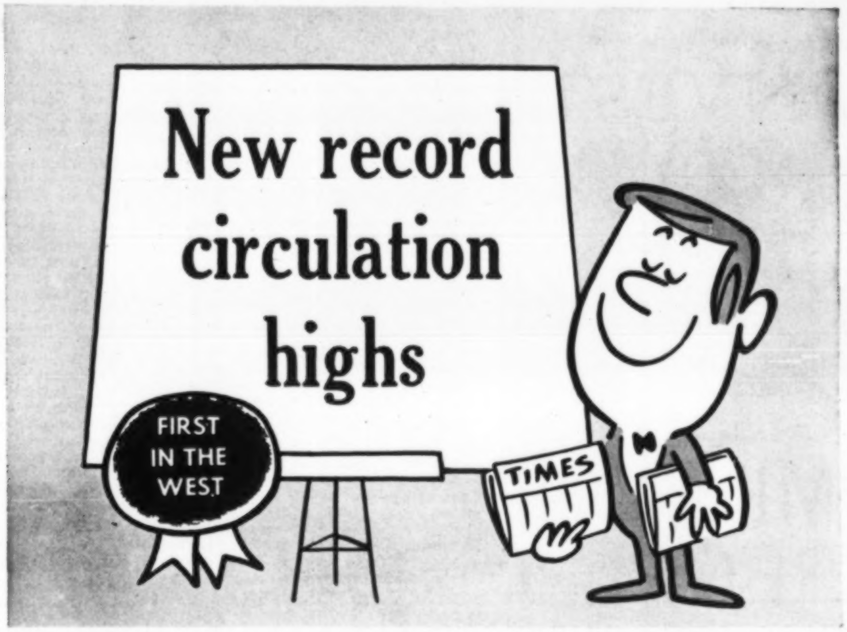
If the study were to indicate that the public's attitude generally is favorable, that disbelief in advertising is less pre-

1ST ST.
HOME OF THE LOS ANGELES TIMES

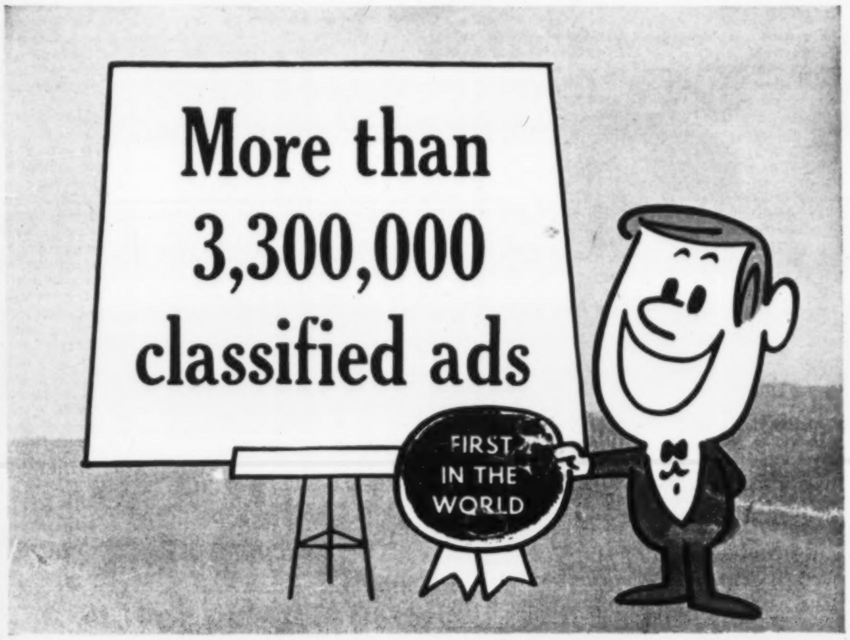
We bagged a lot of interesting "Firsts" on First Street last year!


77,000,000 lines of advertising
FIRST IN THE NATION

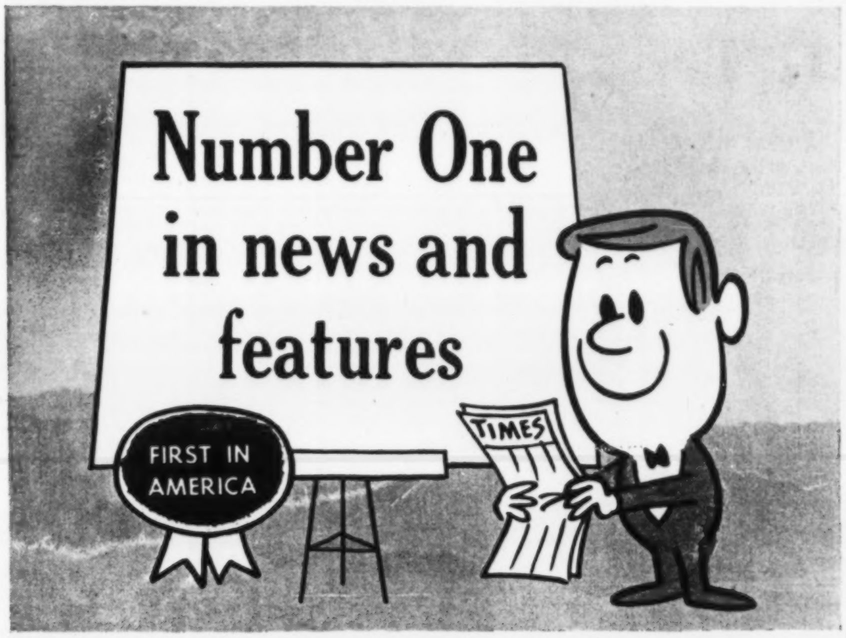
During 1959, The Los Angeles Times again achieved first place in advertising among all American newspapers—and by a wider margin than ever. The Times published more than 77,000,000 lines of advertising—a new record. Second newspaper was about 17,000,000 lines behind.


New record circulation highs
FIRST IN THE WEST
TIMES

Another important "First" was scored by Times circulation last year. During 1959, for the first time, Times circulation passed 500,000 weekdays, 900,000 Sundays—by far the greatest and most influential audience ever reached by a western newspaper.


More than 3,300,000 classified ads
FIRST IN THE WORLD

In classified advertising—sure gauge of result-getting power—The Times set another new world record during 1959. More than 3,300,000 ads—far more ads and lines than any other newspaper has ever published—far more than all other Los Angeles newspapers combined.

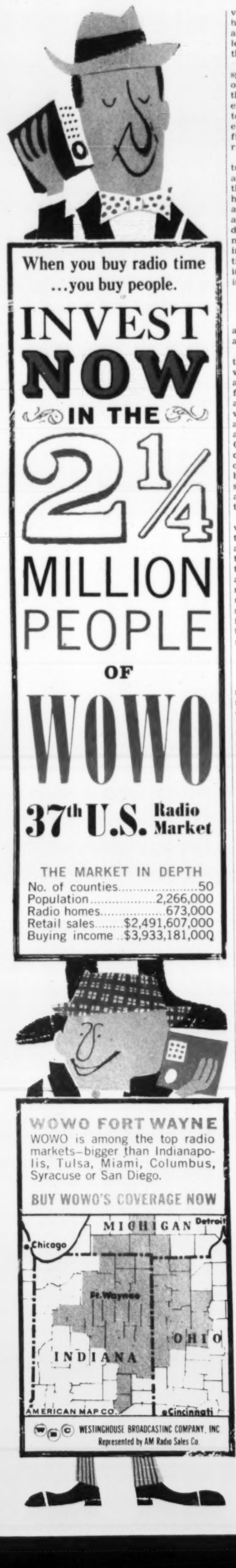

Number One in news and features
FIRST IN AMERICA
TIMES

Again in 1959—for the eighth consecutive year—The Times published more news and features than any other newspaper in the nation. Western America's complete newspaper has earned leadership in every category—offers the ideal climate for your selling message.

SALES IN SOUTHERN CALIFORNIA BEGIN ON FIRST STREET—HOME OF

The Los Angeles Times

REPRESENTED BY CRESMER AND WOODWARD, INC., NEW YORK, CHICAGO, DETROIT, ATLANTA AND SAN FRANCISCO


When you buy radio time
...you buy people.

INVEST NOW IN THE 2¼ MILLION PEOPLE OF WOWO

37th U.S. Radio Market

THE MARKET IN DEPTH

No. of counties	50
Population	2,266,000
Radio homes	673,000
Retail sales	$2,491,607,000
Buying income	$3,933,181,000

WOWO FORT WAYNE
WOWO is among the top radio markets—bigger than Indianapolis, Tulsa, Miami, Columbus, Syracuse or San Diego.

BUY WOWO'S COVERAGE NOW

WESTINGHOUSE BROADCASTING COMPANY, INC
Represented by AM Radio Sales Co.

valent than is sometimes thought, no harm will have been done. The reassurance that advertising has no serious problem in this area will be worth far more than the study will cost.

If, on the other hand, there is a widespread disbelief in the advertising claims of some products, and particularly if this disbelief is tending to infect the entire barrel, then steps should be taken to get at the root of the trouble and eliminate it. The study would have identified the problem and indicated the seriousness of it.

We would have the benefit of a factual diagnosis of something about which at present we can merely guess. And with that diagnosis as a guide, the people who have the biggest stake in the permanency and growth of advertising—advertisers, advertising agencies and media—can undertake whatever collaborative effort is necessary to restore confidence in the integrity and dependability of all advertising, and thereby to check the erosion in advertising's power to persuade—to influence people.

Client-Agency Relationship

The next problem is that of the client-agency relationship, which has long been a vital concern of mine.

That in a great many cases the relationship is far from ideal, I think no one will seriously deny. The frequency of account-shifts is one index of dissatisfaction, on one side or the other. But account-changes alone do not tell the whole story. There is, in varying degree, a lack of mutual confidence and respect as between the client and the agency. On the one side, the client is likely to criticize the agency for its lack of skill, or judgment or objectivity—frequently believing, even if it does not openly say so, that the agency's recommendations are slanted in favor of those activities that will be most profitable to the agency.

On the other side, there is a fairly prevalent feeling on the part of agencies that the client is frequently unreasonable in its demands upon the agency; that the marketing people with whom they have to deal are stupid, that they are not empowered to make any but the most routine decisions, that the higher-ups who do make the important decisions are unapproachable—and that therefore the agency recommendations, and the reasons therefor, never get the consideration they are entitled to.

Agency Compensation

Now there are undoubtedly many reasons for the unsatisfactory and unsettled state of client-agency relationships, some of which have nothing to do with the matter of compensation or profits. Yet, I believe that an important factor in the situation is the traditional system by which agencies are compensated.

This subject has become fraught with such emotional overtones, that it is almost impossible to consider it rationally, logically or unemotionally. On the one hand, most of the agitation for a change in the method of compensating agencies has come from the Assn. of National Advertisers; and, whether rightly or wrongly, the Four A's—or at least the paid executive of the Four A's—has interpreted the ANA's activity as an attempt to reduce the agencies' compensation. Therefore, fearing that any change in the system would result in lesser compensation, the Four A's has resisted any move to study the subject.

It is my belief that a change in the system of compensation, arrived at through collaboration of all parties in interest—advertisers and agencies together—and as a result of an objective study of the entire situation, would be more likely to result in an increase rather than a reduction in compensation. Certainly it would result in a more equitable basis of compensation, and one which could conceivably go a long way toward removing the suspicions that now tend to poison the client-agency relationship.

I doubt whether any serious observer would contend that the average agency today is being overpaid in total. Individual advertisers may feel that they are over-paying for the services they need and want; but the total compensation of agencies is, if anything, on the dangerously low side.

A recent article by the president of the Four A's confirms this statement. He says: "Last year, as national advertising volume hit an all-time peak, the collective profit margin of Four A's agencies dropped to its lowest point in 20 years. This was not a recession phenomenon. It was the culmination of a downward slide that began in 1944, a decline in profit margin that has assumed its most serious proportions in the past three years."

The Profit Squeeze

The problem is particularly acute with smaller and medium-size agencies. The record of agencies going out of business, or of merging with others to try to keep their heads above water, testifies to this fact. The smaller agencies, if they are to compete with the larger ones—in these days, when the total marketing concept has so wide acceptance—must provide the same scope of services as the larger agencies. Yet their billings do not provide sufficient commission to cover the overhead created by the constantly expanding services.

But it is not only the smaller agencies that are being inadequately compensated. I know of some of the biggest and best agencies in the country whose net profit is less than 1% of their billings—and this profit ratio is declining. The president of one such agency told me that the only way in which he could maintain even this tenuous margin of profit was from constant year-to-year growth. Unless his business grows, his gross profit does not increase. And at the same time, his costs—for salaries, rent, light, heat, telephone and other expenses—continue to rise steadily. If the steel companies find their costs have increased to the point where their profit is being jeopardized, what do they do? They raise their prices. The advertising agency is the only business I know of, in which the seller does not adjust his selling price to his costs of doing business.

Incidentally—if I may digress for an instant—it is also the only business I know of in which the Cadillac and the Chevrolet carry the same price tags; where an advertising classic by a McManus, a Rubicam, a Burnett, an Ogilvy or a Whittier, is paid for on the same basis as an ad by the veriest tyro of a copy writer—15% of the cost of the space in which it is used. But let me get back to my earlier statement. The advertising agency is the only business I know of in which the seller does not adjust his selling price to his costs of doing business.

Rising Costs in Agencies

Agency costs are rising even more rapidly than those in most other businesses. There are several reasons for this.

For one thing, the growing acceptance of the marketing concept has required agencies to pay greater attention to the broader aspects of marketing than previously. The advent of television has brought with it a need for a tremendous amount of specialized and highly paid talent, to say nothing of the physical equipment that agencies have had to buy, maintain and operate.

But probably the biggest single contributor to the rising cost of agency operations is the sharply rising salary level for topnotch agency personnel. And here, again, the marketing concept must bear a substantial part of the blame.

The market for skilled, experienced marketing personnel—in both the creative and planning and account management ends—has increased more rapidly than has the availability of that personnel. Competition for such people, not only as among agencies, but between agencies and advertisers, has become increasingly intense. There was a time when agencies paid higher salaries than most advertisers paid for comparable talent. This is no longer true. In many instances, the salaries paid by advertisers, particularly when supplemented by attractive retirement plans, stock options, etc., are higher than those paid by agencies.

The result is that in order to remain competitive and to render the quality and range of service that clients expect, the agencies have had to increase their payrolls not only to offset the effects of inflation but to remain competitive with other agencies and with advertisers.

Volume a Necessity

Agencies cannot long continue to incur higher costs unless they can compensate for those higher costs by more revenue. Under the present system of compensation, the only way they can obtain that increased revenue is through a constant increase in billing. And it is manifestly unsound, from a business standpoint, to assume that all agencies are going to continue to grow; and that all of them are going to grow every year. The economic necessity for uninterrupted growth is one of the curses of the agency business. It creates a temptation, almost a necessity, for sacrificing everything to growth—to size for the mere sake of size. This is financially unsound: it is unhealthy.

The narrowing of the margin of profit is a matter of the utmost seriousness, and is giving the heads of many agencies a lot of sleepless nights. This situation is further aggravated by the pressure on agencies by some advertisers to forego commission on radio and television talent on packaged shows; and by the substantial increase in the proportion of the advertiser's total marketing appropriation which is being spent for promotions, deals and other non-commissionable activities.

It is for these reasons, among others, that many agency heads are concerned about their profit picture and about the method by which traditionally they have been compensated.

Advertisers' Complaints

The situation, so far as advertisers are concerned, is not as critical as with agencies; for at least the method of compensating their agencies does not threaten to put them out of business or throw them into bankruptcy. Nevertheless, there is widespread dissatisfaction with the system—some of it latent and inactive, some of it quite explosive.

Probably the biggest single source of dissatisfaction on the part of advertisers is the feeling that while agencies' overall profits may not be excessive, for various reasons they—the individual advertisers—are overpaying. This may be because the account is a big one, with commissionable billings running into multi-million dollar figures; it may be because the account requires a minimum of creative work in relation to billing; it may be because of a mistaken belief that on packaged shows the agency has little or no responsibility and that therefore it is illogical for the agency to receive commission on talent.

For whatever reason, or for no reason, many advertisers feel that the present system is unfair to them.

The neutral observer finds it easy to sympathize with both points of view. He is impressed by the need of the agencies for more profit, or at least for greater assurance that present profit margins can be maintained. And he is equally impressed by some of the contentions of advertisers, particularly with the argument that there are inequities and illogicalities in the present system, and that some advertisers are overpaying for the service they receive.

I have no pat answer to the dilemma posed by this situation. Neither, I think, does anyone else. The only firm conviction I have in the matter is that the situation is so important that it calls urgently for a thorough and objective study—the kind of study it has never been given—a study in which advertisers and agencies, with good will and collaboration, try to find answers that will be fair to all parties in interest and that will remove one of the more serious potential hazards to the maintenance of harmonious and effective client-agency relationships.

Principles of Study

Without presuming to know what conclusions such a study might reach, I do have—as a result of considerable thought that I have given to the subject—a number of thoughts that I should like to leave with you.

First of all, such a study should have as its objective, not a reduction in agency compensation per se, but a basis of compensation that will enable skillful, well managed agencies to serve their clients well—and to make a reasonable profit from doing so.

Second, I must confess that I cannot understand the stubborn resistance on the part of some people who represent agencies to even a consideration of the subject. As I have tried to make clear, it is the agencies—to an even greater extent than advertisers—who are suffering from the inadequacies of the present system. And it is, therefore, they above all people who should be clamoring for such a study as I am suggesting.

Tradition No Bar

I am not at all impressed by the two principal arguments advanced in opposition to a study of the compensation system. One is that the present system has worked well over a long period of years. Why change it? The other is that, even if we admit the present system has its shortcomings, no one has yet suggested a better one. My answer to that is that no one has seriously tried—at least, to the best of my knowledge, the two groups of people who have the most at stake (advertisers and agencies) have never approached the problem objectively and collaboratively, in an earnest attempt to find the answer. In fact, some of these people—at the very time they are complaining about the dangerously narrow and narrowing margin of agency profit—refuse to admit that there is any problem!

System Is Outmoded

Irrespective of the solution (or amelioration) of the problem that a thorough study would bring forth, I am of the opinion that the present system is outmoded, that it has no relationship to present day conditions and practices and that it needs—and for some time has needed—a careful re-examination.

The reasons why the present system is outmoded are many. Some of them have to do with the evolution of the functions of the advertising agency; some, with the changes in advertising and marketing itself.

The present system is based on assumptions which at the time the system was adopted were valid—but which are no longer valid.

It still adheres to the fiction that the advertising agency is the "agent" of the advertising medium, and is therefore paid by that medium.

In the early days of advertising, when the advertising agency was a space broker, that concept was correct. The agency sold space; ergo, he was paid by the owner of the space.

But who will contend that the advertising agency today is a space broker; that it in any way represents the medium or the publication; that it owes any loyalty whatever to the publication—or to anyone except its clients and itself?

Everyone knows whose money it is that compensates the agency. It is the advertiser's money. Why then perpetuate a fiction that it is the publication or the network that is paying the "commission"; and that therefore the medium has a right to determine the amount of the compensation?

A second reason why the so-called 15% commission system is archaic and even irrelevant is that, whatever may have been the situation in the past, there is no longer any necessary relationship between the expenditures for space, time and talent on the one hand, and the cost of servicing an account on the other. And yet, theoretically at least, the compensation to the agency is based on the amount of commissionable billings.

The reasons why this is no longer a valid yardstick is that with the widespread adoption of the marketing concept, more and more services have been demanded by advertisers, services which have nothing to do with commissionable billings. Thus the agency, without any increase in compensation—and possibly even a decrease, as a result of the diversion from commissionable to non-commissionable activities—incurs greater expense in servicing the account.

Then, too, there has been a tremendous increase over the years in consumer deals and promotions of one kind or another. So substantial has this activity become that in the case of many products, the advertiser spends as much on promotions as he does on advertising. The money spent on promotions in most instances comes out of the advertising budget—or at least the advertising budget is reduced to provide the promotion funds. These funds are non-commissionable

System's Defects

No matter how honest and conscientious an agency may be, no matter how hard it tries to be completely objective, there is a temptation to recommend in favor of the commissionable expenditure, and against the non-commissionable. I am very sure that most good agencies will resist that temptation most of the time; but nevertheless the temptation is there, and it should not be.

But let me repeat my basic contention as to the fallacy of adhering inflexibly to a system of compensation which is based on certain so-called commissionable expenditures. In a great many cases there is no relationship whatever between the advertiser's expenditures for space, time and talent on the one hand, and the value to the advertiser of the agency's services, or the cost to the agency of servicing the account, on the other.

Another serious objection to the present system is that on some accounts the agency is overpaid and on others it is underpaid. The less profitable accounts in effect get a free ride at the expense of the more profitable ones. And whether an account is excessively profitable, or not profitable enough, does not depend—contrary to much superficial thinking—on the size of the account or the amount of commissionable billing. It depends on many factors besides mere size.

There is a further point which should not be overlooked. The advertising services rendered by an agency fall into two broad categories: Those that are basic—such as the preparation of marketing and advertising plans, copy, art, radio and television, media analysis and selection, and the placement of advertising; and those which in a sense are peripheral—so-called "merchandising," market analysis, market research, publicity and public relations. Since the basic services are basic, it is only fair that every advertiser—whether he uses every one of these services or not—pay his fair share of the cost to the agency of providing them. The non-basic services should, in my opinion, be optional with the advertiser. He should have the option of using them or not, as he sees fit. If he does use them, he should pay his proportionate share of the cost; if he does not use them, he should not be charged for them. In other words, so far as the non-basic services are concerned, let the advertiser who uses them, pay for them. But let them not be forced down the throat of the advertiser who has no need or desire for them—and let him not be charged for non-basic services which he does not use.

Small Agencies Hurt

The present system is also unintentionally unfair to the newer and smaller agencies. Let me explain.

Many new products are being introduced these days—and many are being market tested. Some of these products would be "naturals" for an advertiser to use, in trying out a second or third or fourth agency. He doesn't want to gamble too heavily on an untried, relatively unknown agency—and therefore he feels he cannot afford to give that agency one of his established products.

But he might very well "try out" the new agency by assigning it a new product. But under the present method of compensating agencies, he isn't very likely to do so. Why? Because if he were to assign an unprofitable account to a new agency, he would have to pay that agency for the services rendered. Certainly the commissions, during the days of market research, consumer testing, market testing, etc., would not provide sufficient compensation.

So what does he do? On the theory that his present agencies are making a

Strategic...

London

ONTARIO CANADA

The London Free Press market area (7th largest in Canada) is the air, land and rail hub of this rich province, and there are no outside metropolitan influences to contend with!

profit on his account, he assigns the new product to one of those agencies—realizing that it is going to lose money on the new product for a period of time, but assuming that that loss can be charged against the rest of his account.

This again is illogical. It not only has the unfortunate effect of preventing newly formed or upcoming agencies from demonstrating their competence, but it violates the principle that every account should stand on its own feet—and pay its own way.

Standards Stated

It seems to me that in approaching the problem, there are three fundamental principles that should be inviolate:

First, every advertising agency has a right to determine for itself the kind of agency it wishes to be, the kind and scope of services it wishes to render, the kind and size of client it wishes to serve, and the basis upon which it will charge for its services.

Second, every advertiser has a right to determine what services he requires from his advertising agency; the kind and size of agency he wishes to employ; to select the particular agency which best fits his needs, and to pay that agency on a basis that is mutually satisfactory to him and to the agency.

Third, the compensation arrangement should be such that the agency retains complete control of its operation—its policies, its cost accounting procedures, its personnel and the compensation of that personnel, and such that the agency realize a fair profit from the account.

Inevitably, this would seem to mean that there can be no single formula applicable to all situations. And indeed, why should there be? Why should all agencies be paid the same—irrespective of wide divergencies in the quality of their work, and the scope of services they render? And why should all accounts pay their agencies on the same basis—irrespective of the divergent requirements of different accounts?

Even now, approximately one-third of all agency compensation is derived from sources other than commissions. Most agencies do not hesitate to ask clients for supplementary compensation, whenever commissions are inadequate; but, paradoxically enough, the converse is not true. An agency which "cuts" commissions, or indulges in "rebating" or any other practice which reduces its compensation is looked down upon as something of a pariah—even though the reduced compensation still permits a wholly adequate profit.

I have never been able to understand why many agency people seem to fear the consequences of negotiating with clients on the basis of the needs of the particular client and of particular products. As a matter of fact, agencies—all of them—are doing exactly that right now. Perhaps not with respect to the 15% commission, but with respect to charges for research, layouts, television talent and many other things.

Just recently, I had a most interesting conversation with the head of a large agency. After we had discussed this matter of agency compensation, he said:

"Well, the adoption of a more flexible basis for fixing compensation would really mean hand tailoring the arrangement to the individual situation, wouldn't it?"

He put it in the form of a question, but it was obvious that this bothered him.

I replied: "Yes, it very well might."

Five minutes later he was telling me, with evident satisfaction, of a situation in his own shop—where the compensation from commissions on billings would have been utterly inadequate to compensate the agency adequately, and where consequently, a wholly satisfactory arrangement had been "negotiated" with the client—an arrangement totally unrelated to commissionable billings. And I would venture to guess that every agency represented in this audience has one or more similar arrangements.

I am sure that many agencies and many advertisers are entirely happy with the present system. If so, by all means let them continue it. There are some agencies that feel that the present system works satisfactorily on some accounts—not so well on others. There would seem to be no good reason why they cannot continue the present system where it is satisfactory to both agency and client; at the same time working out a different basis of compensation in cases where the present system is unfair to either.

The point is that no agency and no advertiser should be tied, either by the coercion of "social conformity" or otherwise to a compensation system that fails of its objective: That of giving the advertiser the scope and quality of service he needs, and of permitting the agency to make a reasonable profit—from servicing the account.

Compensation Considered

In this connection, as in another one earlier in this talk, let me say: I know of no business, except the advertising agency business, in which differences in skill and experience and difference in the quality of the end-product are not considered in the pricing of the product. Not all advertising is worth the same, nor should its creators be paid the same, merely because it is run in the same media at the same cost for space. And in other respects also, there are wide differences in the quality of services rendered by different advertising agencies—and there is no reason why these differences, just as the differences in the quality of medical or legal services or of physical products, should not be reflected in the price that is paid for them.

I should like to emphasize again that I am not suggesting a solution of the problem. I am suggesting only that the problem be studied.

I am firmly convinced that if a more flexible method of determining agency compensation can be evolved—one that will enable agencies to retain control of their operations, and at the same time compensate the agency equally well, whether the client's money is spent for what are now commissionable or for non-commissionable expenditures, one that assures that every account stand on its own feet and pay its own way, and one which, while requiring all clients to share the cost of basic agency services, makes non-basic services optional—a major cause of dissatisfaction between client and agency will be removed. And certainly, one of the best ways to improve the effectiveness of advertising and to increase the productivity of the advertiser's dollar, is to improve the client-agency relationship.

Already I hear the stock objection that it can't be done. The advertising business is different. The value of creative work cannot be measured by a time-clock etc., etc.

I don't say it can be. But I do say that within the advertising profession there is enough ingenuity, enough imagination, to be able to solve this problem—or at least come up with something better than we now have—if the job is tackled with determination and good will by people who have nothing but the interests of advertising at heart.

Who should make the study?

Ideally, it would seem that the Four A's and the Assn. of National Advertisers should make, or at least sponsor, the study jointly.

As a practical matter, this is out of the question. For one thing, the consent decree has so tied the hands of the Four A's—or at least it has been so interpreted by the Four A's legal counsel and its president—that the association, as an association, dare not even study the subject of agency compensation. And it is an unfortunate fact that with many

"Tired Blood?"

Let Bott give your advertising a FRESH approach, rejuvenate that stale theme and worn-out copy. Phone HA 7-9187.

"That Fellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

PAYROLL DIVISION

Some markets are just naturally loaded

Take Cleveland, for instance. A combination of a compact, easy to reach area plus a high family income ($7,381) and you get a market with *Retail Sales larger than any one of 35 entire States.*

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source. Sales Management Survey of Buying Power. May 10. 1959)

***Akron, Canton and Youngstown Counties are not included in above sales**

Whatever you sell in Greater Cleveland you'll sell more of it in The Plain Dealer

And you really sell this market in

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

agency people there is a feeling that the ANA has pre-judged the question—and therefore cannot be open minded and objective.

The remaining alternative, as I see it, is to have a volunteer committee composed of both agency men and advertisers, to undertake this great task which, if successful, can pay great dividends to everyone in advertising for the indefinite future.

Merely by way of illustration, I should like to suggest a committee composed of men like Lou Brockway or Tony Geoghegan of Young & Rubicam, Bill Baker of Benton & Bowles, Dick Heath of Leo Burnett, and Ed Sylvestre of Knox-Reeves, representing the agencies; and men like Ed Ebel of General Foods, Henry Schachte of Lever Bros., Walter Berry of General Mills, and men of like caliber from smaller companies.

Such a study as I am suggesting would not produce a Utopia but neither, I am convinced, would it bring forth a mouse.

It could and should put an end to the ridiculous fiction that the agency works for the medium and that anyone except the agency and the client should have anything to say about the agency's compensation.

It could and should result in more adequate compensation to the agency where more compensation is needed to permit optimum service and a reasonable profit. It should correct a situation which permits some advertisers to underpay their agencies and requires others to overpay theirs.

It could and should create conditions favorable to the formation, development and reasonable profitability of agencies of all sizes—large, medium and small.

It should permit agencies to charge for their services—creative and otherwise—in reasonable proportions [according to] the quality as well as quantity of those services.

And very conceivably it could save the lives of many agencies which otherwise may be strangled to death by the pressure of rising costs against static revenue.

Let us hope that within this great profession of ours there's enough imagination, enough determination, enough leadership to tackle this problem, which is so transcendentally important, and lick it. #

'Be Dedicated Admen' Is Motif of C&W Seminar

'Self Regulation Begins at Home,' Conclave of Agency Men Admonished

Twiggs Dailey Newell Hill Powell Mulvey

GREETINGS—*Robert R. Newell, president of Cunningham & Walsh, welcomes executives attending the agency's two-day seminar: Reginald W. Twiggs, vp of the Los Angeles office; Robert W. Dailey, exec vp of West Coast operations; Ivan Hill, exec vp of Midwest operations; Robert Powell, vp of the Detroit office; and William W. Mulvey, senior exec vp.*

NEW YORK, Feb. 23—The men from Cunningham & Walsh gathered together for a two-day agency seminar last week and mastered a new motto: Be dedicated—even at 10 o'clock Sunday evening.

The group included copy, art, media, radio-tv and marketing executives, as well as management, from the agency's five offices across the country. The seminar coincided with the 10th anniversary of C&W, as well as the 41st anniversary of the agency's founding as Newell-Emmett.

The agency's definition of "dedication" was explained in ulcerative detail by William W. Mulvey, senior exec vp, who declared that "dedication is the only ingredient that can guarantee success in business today.

■ "Great companies, like great religions, are built upon zeal," he said, adding that the dedication he was talking about was more than a way of life: "It's a state of mind, because it involves a neurotic dissatisfaction with the job being done." This is reflected, he said, by:

- "The copywriter who writes 65 headlines before he gets the right one—43 pieces of copy, to finally get the one that is smooth as silk.
- "The art director who stews over a problem, takes it home over the weekend and finally licks it at 10 o'clock Sunday night. The account man who devotes three nights a week to studying his client's business.
- "The merchandising man who is already in the field three weeks on a trip, adds another week—because his client needs him. The marketing man who writes, rewrites, analyzes, re-analyzes his plan—then fights like hell for it.
- "The media man who studies, appraises, analyzes, cajoles, plots, bargains, threatens—in order to get the lowest cost per 1,000 for his client—then takes off for the field to buy on the spot, because he finally decides he can save the client an additional $200 that way.
- "The producer who goes to 16 studios—rather than three—to get the best quality and price for his client. The research man who worries over a problem night after night—and finally awakens at three in the morning with the answer.
- "And the publicity man who spends nights away from his family making the necessary connections to place a story that is important to his client.

"These are the dedicated souls upon whom so much depends," Mr. Mulvey said.

John P. Cunningham, board chairman, told the group that a creative person is useless without convictions, and then proceeded to set forth his own convictions "for whatever they are worth":

"I believe that our over-all creative job is to build a selling structure, not just an advertisement. By 'selling structure' I mean a complete selling package—all the way from product and package design, through the creation of the advertising, right through to the promotional efforts at the point of sale.

"I believe that a selling structure must have a distinction that comes to belong to the product. By 'distinction' I mean it must be as different from competition as is possible, consistent with good, sound selling. If the selling argument cannot soundly differ from that of competition, it still must be presented differently and distinctively so that the selling structure comes to belong to the product involved.

"It must also have depth. The key selling argument must be carried all the way through to the point of sale and must be carried through to three audiences—the salesmen, the dealers and the consumers. That is a selling structure."

■ A third speaker, Carl R. Giegerich, chairman of the executive committee, warned that "If we fail to regulate ourselves we're in for some very trying times with Congress." C&W, he said, has always practiced the rule that self regulation begins at home.

"Through the years we attracted a lot of fine clients who bought us because we had consistently demonstrated that you don't have to be a creative crook to sell merchandise. We were founded and built and made to prosper by creative men . . . creative men who were so good that they did not have to resort to tricks and gimmicks. They were somewhat like a great humorist who doesn't find it necessary to tell a dirty story to get a laugh.

"The employment of the false or misleading statements is often the easy, and the lazy way out of a difficult advertising problem," he added. #

Fitzgerald Appoints Four

Fitzgerald Advertising Agency, New Orleans, has named H. E. McDonald a vp in charge of media and research, succeeding Leonard Gessner, who will retire on April 30. Mr. McDonald was formerly research director. John Houlahan, formerly assistant research director, will succeed Mr. McDonald. Also elected a vp was Wright Nodine, who joined Fitzgerald in November, 1959, as an account executive. Richard Fielder, formerly with Leo Burnett Co., has joined the agency as print media director.

Calgon Buys Time on Jack Paar, Arthur Godfrey Shows

Calgon water conditioner and Calgonite electric dishwater detergent, products of Calgon Co., Pittsburgh, will be advertised on the "Jack Paar Show" over NBC-TV and on Arthur Godfrey's show (CBS Radio). Calgon will be advertised on the Jack Paar show February through May and, along with Calgonite, on the Arthur Godfrey show through June.

EXCLUSIVE

TRUE STORY reaches and sells the huge, profitable Wage-Town market as no other magazine can. For example, whether you're talking individual magazines or combinations of magazines:

81%

of TRUE STORY'S *primary households are* MISSED BY *the 3 major* WOMEN'S SERVICE MAGAZINES!

81%

are MISSED BY *the 3 major* WEEKLIES *or* BI-WEEKLIES!

84%

are MISSED BY *the 2 major* STORE MAGAZINES!

93%

are MISSED BY *the 2 major* SHELTER MAGAZINES!

For greater sales, greater profit, put (or keep) your product in

True Story

Wage-Town America's #1 Magazine

UNDERWRITERS EXCLUSIVE!

Exclusive compilation of annual net worths of nation's top underwriters—"Financial 400"—out in March issue of FINANCE magazine and special handy-size supplement. Used as reference piece all year, your message gets year-round penetration. Write for special package rate. Open to underwriters and banks only.

FINANCE Magazine
20 N. Wacker Drive Chicago 6, Ill.

PLUS BUSINESS by the CHICAGO DAILY DEFENDER

...in the Chicago Negro Market

PROMOTIONS FOR 1960

Designed to give IMPACT to your product in the $1 Billion plus Negro Market.

March 12 Annual Food and Creative Cookery Section
April 30 Home Building and Improvement Section
May 14 Grand Opening of the Chicago Daily Defender
June 25 Chicago Daily Defender's Summer Fashion Fair
July 16 Outdoor Living Section
July 30 Chicago Daily Defender's Home Appliance Section
Aug. 6 Bud Billiken Section
Nov. 19 Special Thanksgiving Section
Dec. 3, 10, 17 Special Gift Sections

For further information write or wire:

CHICAGO DAILY DEFENDER
2400 S. Michigan Ave., Chicago 16, Ill.

Lion's Share Coverage

of the $ billion-dollar

SIOUX CITY MARKET

SIOUXLAND

100% COVERAGE Sioux City Metro Area

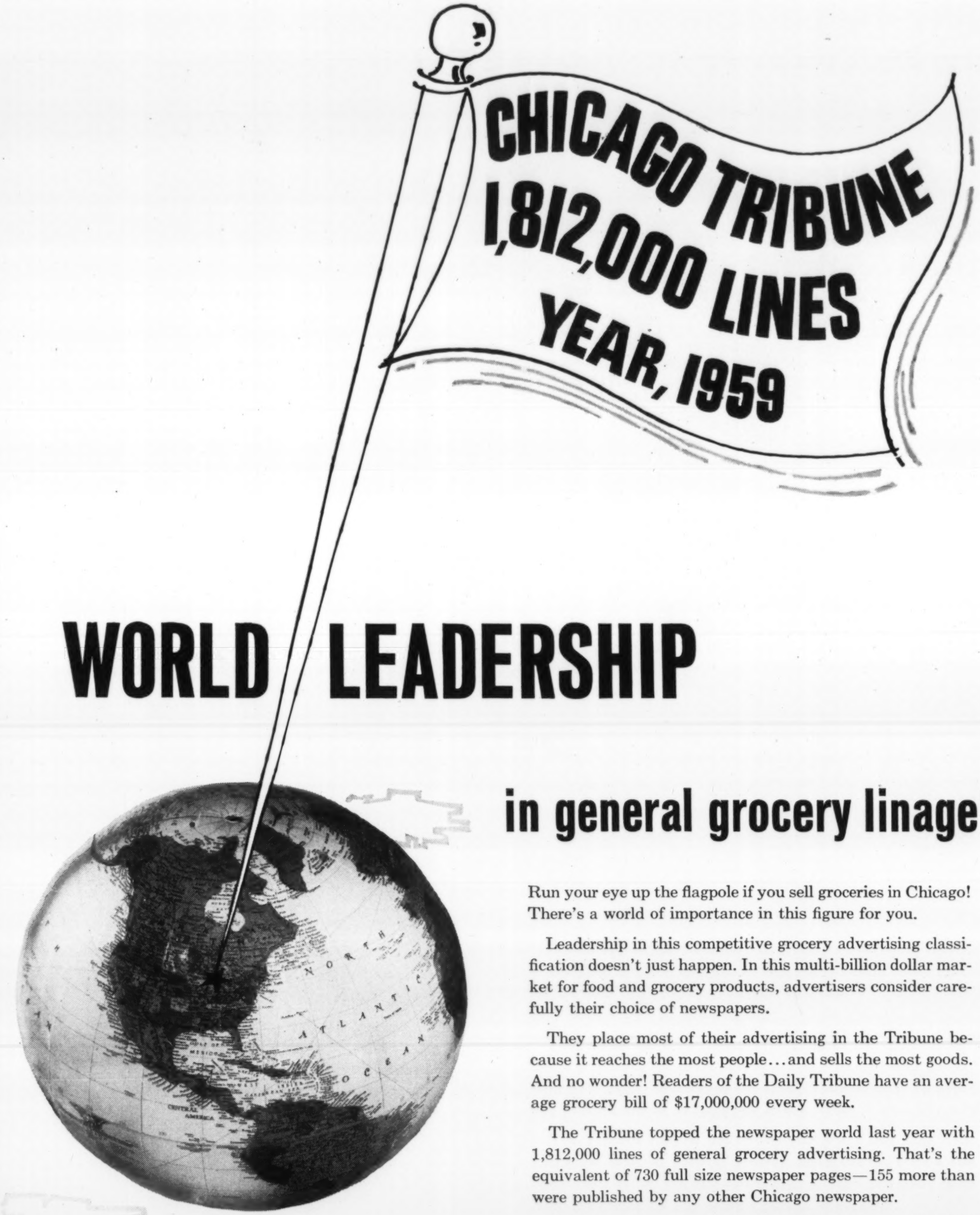
74% COVERAGE 12-County Primary Market

AND ROP COLOR, TOO!

The Sioux City Journal
JOURNAL-TRIBUNE
MORNING • EVENING • SUNDAY

Represented Nationally by JANN & KELLEY

SIOUX CITY NEWSPAPERS
SIOUXLAND
SO. DAK.
MINN.
NEBR.
IOWA
SIOUX CITY
4-STATE MARKET
Sioux City Sunday Journal
DICK TRACY
The Sioux City Journal



WORLD LEADERSHIP

in general grocery linage!

Run your eye up the flagpole if you sell groceries in Chicago! There's a world of importance in this figure for you.

Leadership in this competitive grocery advertising classification doesn't just happen. In this multi-billion dollar market for food and grocery products, advertisers consider carefully their choice of newspapers.

They place most of their advertising in the Tribune because it reaches the most people...and sells the most goods. And no wonder! Readers of the Daily Tribune have an average grocery bill of $17,000,000 every week.

The Tribune topped the newspaper world last year with 1,812,000 lines of general grocery advertising. That's the equivalent of 730 full size newspaper pages—155 more than were published by any other Chicago newspaper.

If you're not selling as much as you'd like in this key market, don't let this old world complete another turn before doing something about it. Call a Tribune representative. He can show you how your advertising effort stacks up against your competition.

More readers... more advertising... more results—

THE TRIBUNE GETS 'EM IN CHICAGO!

PHOTOGRAPHIC REVIEW

Harvey
Keye
Day
Schommer
Vodneck
Robinson
Hughes
Burnes
Miller

CREATIVE WELCOME—*Copywriters of Hixson & Jorgensen, Los Angeles, greet their new creative director, Brian Harvey. With blacked-out teeth, false moustaches, green eyeshades, black sleeve guards and eye patches the group dramatized the image of "way-out" creativity, over-work and "a blow for freedom of expression." In this colorful group are Paul Keye, Guy Day, Joe Vodneck, Walt Hughes, Colette Burns, Judy Miller, Phil Schommer and Bill Robinson.*

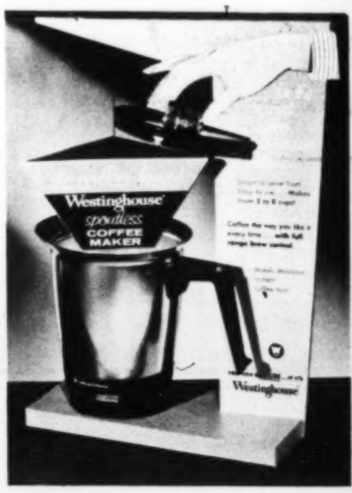
FIRST ADMAN OF YEAR—*W. Frank Gatewood (center), Washington Post advertising director, has been selected as the first recipient of the Advertising Club of Washington's "Advertising Man of the Year" silver medal award. Lawrence Dobrow (left), chairman of the club's award committee, looks on as John Panagos, club president, makes the award.*

INTERNATIONAL ADVERTISING ASSOCIATION
Devine
Meek
Odani

INTERNATIONALISTS—*Making one of his rare public appearances, Samuel W. Meek, vice-chairman of J. Walter Thompson Co., attends luncheon meeting of the New York chapter of the International Advertising Assn., seated at the head table between C. R. Devine, advertising director of the international editions of the Reader's Digest, and Juichi Odani, a director of Dentsu Advertising, Tokyo.*

Dickey
Raymond
Hussey

WINNER—*Mrs. Marion Dickey, St. Louis Hostess Co. and St. Louis Advertising Woman of the Year, with Harriet Raymond (Mrs. Arthur Stemmler), national Advertising Woman of the Year, congratulate Kathleen Hussey, senior at Xavier High School, St. Louis, who won first prize in essay contest sponsored by the St. Louis Women's Advertising Club during National Advertising Week.*



COFFEE TIME—*This in-store display will be distributed by the Westinghouse portable appliance division, Mansfield, O., as part of its all-out blitz for its spoutless coffeemaker. Also to be used: Announcements on "Desilu Playhouse" and color ads tying in with General Mills' Softasilk cake flour in Ladies' Home Journal and McCall's.*

Barnett
Connolly
Proud
Brower
Christian

ADMEN—*Present at the northeastern regional conference of the Advertising Federation of America in Boston were Charles Brower, president, Batten, Barton, Durstine & Osborn; Frank Christian, president, and convention chairman James J. Connolly, 1st vp, Advertising Club of Boston; Elliott J. Barnett, presiding officer, first district governor, AFA, and C. James Proud, AFA president.*

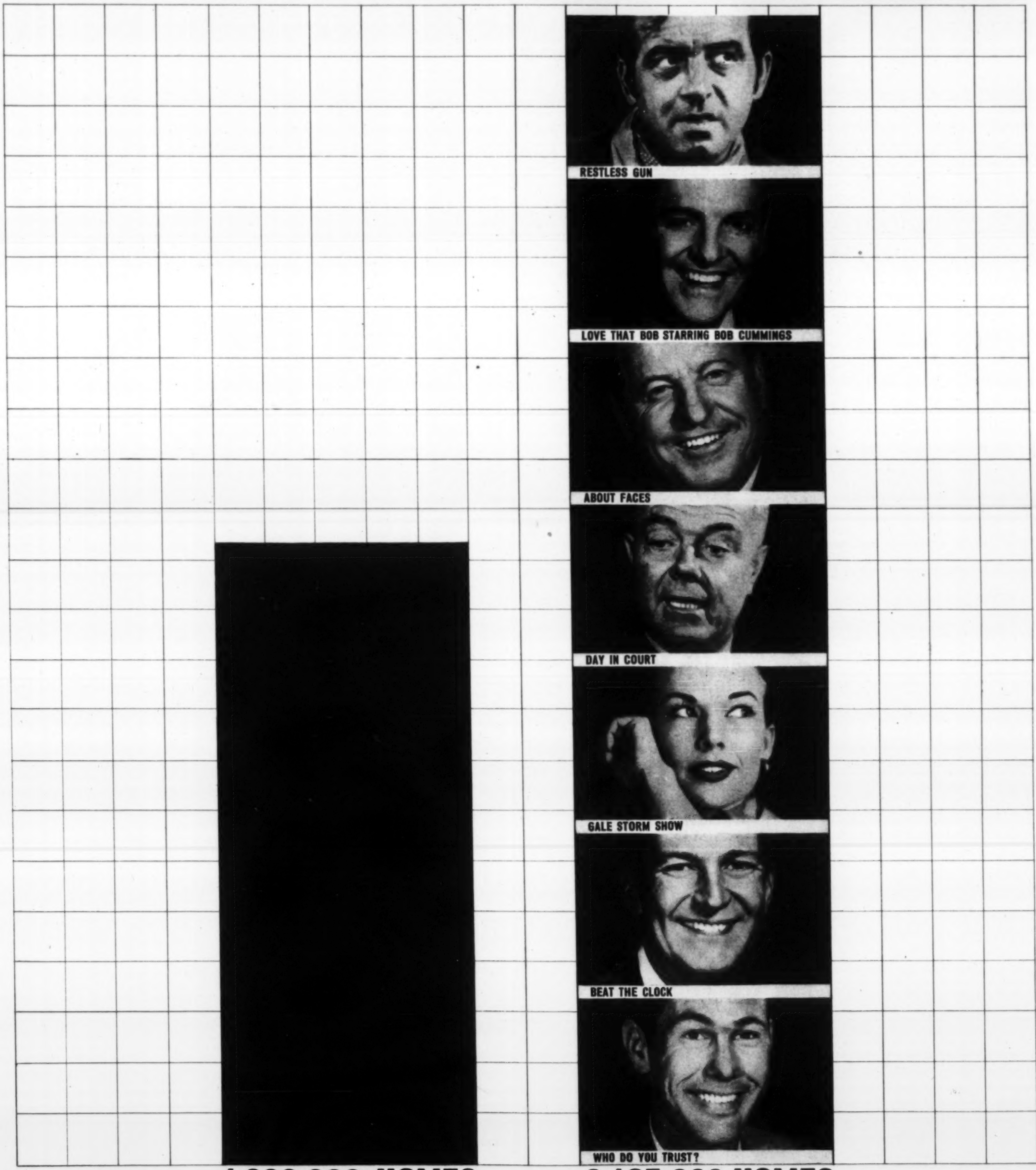
Morris
Hotze
Zipfel
Cooper
Peterson
Piggott
Hobler
Porter
Hartnagel

PLANNERS—*Discussing plans for Pet Milk's third annual "Grand Ole Opry" talent contest to discover new talent in the country-western music field via 200 Keystone Broadcasting System stations are Robert Cooper, general manager, WSM, Nashville; Edwin R. Peterson, senior vp, Keystone Broadcasting System; Robert Piggott, advertising director, Ray Morris, product advertising manager, and Ralph Zipfel, advertising department, all of Pet Milk; Wells Hobler, account supervisor, Roy Porter, account executive, Ralph E. Hartnagel and Earl Hotze, account executive, all of Gardner Advertising Co. Local auditions will be held by stations May 23-June 3, with finalists going to Nashville.*

ABC DAYTIME TV NOW OVER 2,000,000 HOME MARK

Since October '59, when ABC's current 12 Noon-4 PM new programing block was launched, our daytime picture has brightened considerably. The 2nd January National Nielsen gives us an audience delivery of 2,165,000 homes and an average 23.5 share of audience. (This is a 67% jump over homes delivered in October, 1959*. And a 21% rise in share of audience). At a cost of $1.17 per 1,000 homes...ABC's audience of young housewives†, with growing families, represents the smartest, most responsive buy in daytime TV today.

ABC daytime TELEVISION



1,299,000 HOMES
October, 1959

2,165,000 HOMES
2nd January, 1960 National Nielsen

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*SOURCE: NATIONAL NIELSEN REPORT AVERAGE AUDIENCE BASIS MON.—FRI. WEEK ENDING OCTOBER 18, 1959. †NOV.—DEC. 1959 HOUSEWIFE HOMES 16-49 YEARS.

February Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

January Figures

General Farm Publications (January)

	Total Advertising, in Pages 1960 Jan.	Total Advertising, in Pages 1959 Jan.	Total Advertising, in Lines 1960 Jan.	Total Advertising, in Lines 1959 Jan.	Commercial Display Excluding Poultry, Classified and Livestock, in Lines 1960 Jan.	Commercial Display Excluding Poultry, Classified and Livestock, in Lines 1959 Jan.
American Agriculturist (sm)	28.0	28.4	20,368	20,697	19,837	18,915
Arizona Farmer-Ranchman (bw)	72.8	67.7	55,029	51,248	52,848	49,469
†California Farmer: (sm)						
#Central Valley Ed.	45.0	——	28,597	——	27,897	——
#Northern Edition	46.5	34.6	29,573	32,522	28,873	30,843
#Southern Edition	44.4	32.8	28,254	30,804	27,554	29,433
Average 3 Editions	45.3	33.7	28,808	31,663	28,108	30,138
New England Homestead (sm)	21.0	27.9	14,715	19,495	11,876	15,764
Pacific Northwest Farm Quad: (sm)						
The Idaho Farmer	26.4	22.3	19,963	16,856	18,943	16,613
The Oregon Farmer	27.9	19.7	21,122	14,910	20,044	14,856
The Utah Farmer	25.6	22.8	19,339	17,260	18,323	17,017
The Washington Farmer	29.7	20.2	22,450	15,278	21,379	15,224
Pennsylvania Farmer (sm)	81.7	75.9	62,800	58,303	59,578	55,355
††Rural New-Yorker: (sm)						
New York-New England Edition	24.2	24.8	18,480	18,994	15,659	16,153
Penn.-N.J.-Delmarva Edition	21.7	20.3	16,567	15,525	13,746	12,942
Weekly Star Farmer: (w)						
#Kansas Edition	11.1	12.6	27,508	31,284	14,007	17,250
#Missouri Edition	11.0	13.6	27,311	33,512	13,776	18,776
#Okla.-Ark. Edition	9.6	12.0	23,791	29,198	12,830	17,222
Average 3 Editions	10.6	12.7	26,203	31,331	13,538	17,749
Total Group	414.9	376.4	325,844	311,560	293,879	280,195

#Not included in totals. †Two issues January 1960; three issues January 1959. ††Changed from 784-line page to 764-line page July 1959.

Farm Organization & Education (January)

	Total Advertising, in Pages 1960 Jan.	Total Advertising, in Pages 1959 Jan.	Total Advertising, in Lines 1960 Jan.	Total Advertising, in Lines 1959 Jan.	Commercial Display Excluding Poultry, Classified and Livestock, in Lines 1960 Jan.	Commercial Display Excluding Poultry, Classified and Livestock, in Lines 1959 Jan.
Iowa Farm Bureau Spokesman (w)	60.3	55.9	61,205	56,738	52,540	50,110
Washington Grange News: (sm)						
#East Edition	11.0	10.6	11,991	11,469	11,683	11,161
#West Edition ..	10.4	10.2	11,305	11,120	10,997	10,812
Average 2 Editions	10.7	10.4	11,648	11,294	11,340	10,986
Total Group	71.0	66.3	72,853	68,032	63,880	61,096

#Not included in totals.

Dairy & Livestock (January)

	Total Advertising, in Pages 1960 Jan.	Total Advertising, in Pages 1959 Jan.	Total Advertising, in Lines 1960 Jan.	Total Advertising, in Lines 1959 Jan.	Commercial Display Excluding Poultry, Classified and Livestock, in Lines 1960 Jan.	Commercial Display Excluding Poultry, Classified and Livestock, in Lines 1959 Jan.
†Corn Belt Farm Dailies: (d)						
Chicago Daily Drovers Journal	28.5	35.9	61,452	76,332	36,914	49,422
Kansas City Daily Drovers Telegram	27.7	34.4	59,639	73,260	36,549	44,083
Omaha Daily Journal-Stockman	34.8	43.3	73,985	92,100	43,566	58,396
St. Louis Daily Livestock Reporter	23.0	26.5	49,553	56,337	32,811	38,506
Dairymen's League News (bw)	16.5	16.7	11,994	12,146	11,309	11,563
††Western Livestock Reporter (w)	26.6	35.4	35,750	39,648	8,372	9,156
Total Group	157.1	192.2	292,373	349,823	169,521	211,126

†Changed from 2,128-line page to 2,156-line page September 1959. ††Changed from 1,120-line page to 1,344-line page February 1, 1959.

Poultry (January)

	Total Advertising, in Pages 1960 Jan.	Total Advertising, in Pages 1959 Jan.	Total Advertising, in Lines 1960 Jan.	Total Advertising, in Lines 1959 Jan.	Commercial Display Excluding Poultry, Classified and Livestock, in Lines 1960 Jan.	Commercial Display Excluding Poultry, Classified and Livestock, in Lines 1959 Jan.
Georgia Poultry Times (w)	39.7	42.6	42,420	45,486	34,104	38,066
The Poultryman: (w)						
Dixie Edition	19.7	28.8	21,399	31,295	10,461	15,538
National Edition	18.3	26.9	19,803	29,188	9,873	14,215
New England Ed.	22.9	32.2	24,868	34,936	13,118	18,027
New Jersey Edition	26.6	40.1	28,909	43,553	16,405	22,760
Total Group	127.2	170.6	137,399	184,458	83,961	108,606

Canadian

	Total Advertising, in Pages 1960 Jan.	Total Advertising, in Pages 1959 Jan.	Total Advertising, in Lines 1960 Jan.	Total Advertising, in Lines 1959 Jan.	Commercial Display Excluding Poultry, Classified and Livestock, in Lines 1960 Jan.	Commercial Display Excluding Poultry, Classified and Livestock, in Lines 1959 Jan.
Country Guide (mon)	25.3	29.1	18,217	21,000	——	——
†Family Herald (w)	58.7	71.8	57,321	70,055	39,017	47,098
Farmer's Advocate & Canadian Countryman (sm)	28.8	39.3	20,179	27,501	17,410	22,960
Free Press Prairie Farmer (w)	196.0	208.0	77,759	81,286	38,272	44,093
Le Bulletin des Agriculteurs (mon)	43.3	41.0	30,333	28,708	30,333	28,708
Western Producer (w)	45.5	60.4	48,565	64,671	27,786	43,233
Total Group	397.6	449.6	252,374	293,221	152,818	186,092

†Four issues January 1960; five issues January 1959.

February Figures

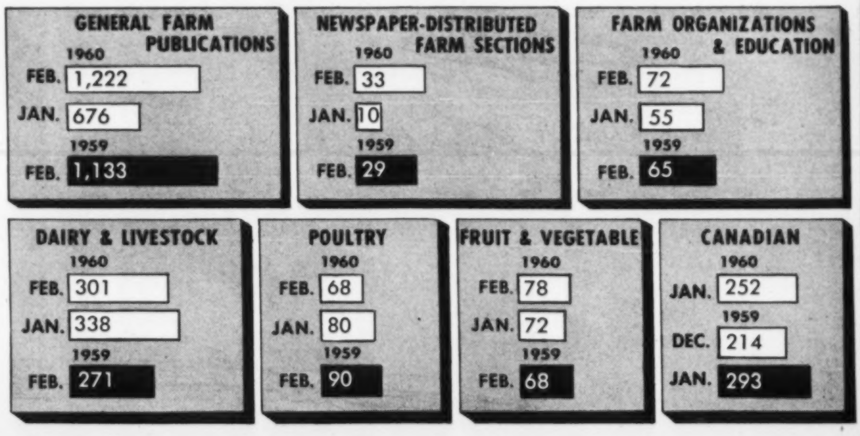
§*General Farm Publications (February)*

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959	Feb. 1960	Feb. 1959
Arkansas Farmer: (mon)										
#Delta Edition	25.9	18.4	41.2	27.4	19,614	13,946	31,185	20,779	19,177	13,241
#Western Edition ..	21.9	19.4	34.6	28.4	16,619	14,702	26,242	21,535	16,507	13,997
Average 2 Editions .	23.9	18.9	37.9	27.9	18,116	14,324	28,713	21,157	17,842	13,619
Capper's Farmer (mon)	43.4	46.9	67.9	83.8	18,619	20,151	29,140	35,950	17,333	18,768
Colorado Rancher & Farmer (sm)	54.2	43.0	90.5	60.8	41,013	32,538	68,486	46,009	38,843	30,921
Dakota Farmer (sm) .	63.4	69.7	105.0	109.9	49,758	54,642	82,380	86,223	47,386	52,677
Electricity on the Farm (mon)	8.7	9.2	13.9	16.3	3,084	3,175	4,891	5,632	——	——
Farm & Ranch—Southern Agriculturist: (mon)										
#Southeastern Edition	50.2	48.1	80.6	80.9	21,517	20,639	34,561	34,714	19,159	18,194
#Southwestern Edition	46.6	41.5	76.3	72.3	19,983	17,810	32,536	30,999	17,275	15,063
Average 2 Editions	48.8	45.5	78.8	77.0	20,918	19,536	33,771	33,266	18,424	16,973
Farm Journal: (mon)										
#Central Edition ..	97.2	105.2	177.5	153.5	41,711	45,139	76,149	65,864	38,816	42,525
#Eastern Edition ..	76.6	86.9	144.2	141.6	32,844	37,273	61,849	60,764	29,949	34,659
#Southeastern Edition	66.2	74.0	118.0	120.8	28,412	31,767	50,607	51,828	25,517	29,153
#Southwestern Edition	66.4	74.0	118.1	120.8	28,484	31,767	50,679	51,828	25,589	29,153
#Western Edition ..	85.6	91.2	149.1	150.5	36,708	39,136	63,979	64,561	33,813	36,522
Average 5 Editions .	78.4	89.3	141.4	141.6	33,632	38,329	60,653	60,754	30,737	35,715
The Farmer (sm)	108.1	116.4	174.7	180.0	84,779	91,228	136,948	141,129	77,627	81,767
Farmer-Stockman: (mon)										
#Oklahoma Edition	45.9	39.4	74.3	69.2	34,899	29,946	56,481	42,729	31,951	27,932
#Texas Edition	40.9	33.8	70.7	62.5	31,086	25,697	53,705	38,007	28,138	23,491
Average 2 Editions .	43.4	36.6	72.5	65.8	32,993	27,822	55,094	40,368	30,045	25,714
Farm Quarterly (q) ...	——	——	——	390.3	——	——	——	180,318	——	——
Georgia Farmer: (mon)										
#North Edition ...	22.0	11.2	33.8	19.2	16,647	8,451	25,601	14,528	16,501	7,995
#South Edition ...	25.7	14.4	38.6	23.9	19,440	10,894	29,150	18,098	19,294	10,438
Average 2 Editions .	23.9	12.8	36.2	21.6	18,044	9,672	27,376	16,312	17,898	9,217
†Indiana Farmer (mon)	20.7	14.3	36.2	24.6	16,221	11,241	28,387	19,301	14,091	8,667
Kansas Farmer (sm) .	54.7	48.2	82.7	72.2	41,543	36,610	62,877	54,903	36,380	33,432
Kentucky Farmer (mon)	25.1	22.9	41.5	37.8	19,699	17,972	32,516	29,616	17,719	16,410
Michigan Farmer (sm)	71.7	66.8	120.6	110.1	55,032	51,293	92,616	84,541	49,088	45,340
Minnesota Farmer (mon)	14.2	11.2	25.6	22.5	11,165	8,797	20,126	17,761	10,481	8,376
Mississippi Farmer: (mon)										
#Delta Edition ...	20.7	8.8	33.3	13.7	15,704	6,625	25,161	10,322	15,454	6,261
#Eastern Edition ..	15.9	8.8	26.7	13.7	12,013	6,625	20,125	10,322	11,763	6,261
Average 2 Editions	18.3	8.8	30.0	13.7	13,858	6,625	22,643	10,322	13,608	6,261
Missouri Ruralist (sm)	61.4	52.1	90.8	79.0	46,679	39,571	68,986	60,059	39,793	34,355
Montana Farmer-Stockman (sm) ...	75.3	65.2	128.6	103.4	56,914	49,273	97,197	78,145	45,689	36,778
Nebraska Farmer (sm)	106.1	87.9	170.4	200.3	80,250	66,497	128,870	151,537	67,648	55,615
New Jersey Farm & Garden (mon)	36.4	40.1	68.4	66.1	16,384	18,036	30,726	29,721	14,437	15,397
New Mexico Farm & Ranch (mon)	20.4	15.2	38.5	27.4	15,481	11,473	29,131	20,702	15,376	11,284
Ohio Farmer (sm) ...	84.1	80.9	141.6	144.6	64,627	62,108	108,747	111,061	56,551	54,585
Prairie Farmer: (sm)										
#Illinois Edition ..	128.0	135.6	200.8	207.2	93,190	98,757	146,164	150,867	81,323	86,850
#Indiana Edition ..	120.6	128.3	191.0	195.9	87,824	93,384	139,072	142,584	75,957	81,477
..Average 2 Editions	124.3	131.9	195.9	201.5	90,507	96,070	142,618	146,725	78,640	84,164
Progressive Farmer: (mon)										
#Carolina-Va. Edition	107.7	87.8	163.6	134.4	73,251	59,715	111,259	91,381	70,123	56,956
#Ga.-Ala.-Fla. Edition	104.5	79.7	161.4	126.8	71,076	54,188	109,748	86,224	67,243	50,992
#Ky.-Tenn.-W.Va. Ed.	98.1	76.6	148.2	120.8	66,709	52,099	100,743	82,176	63,769	49,523
#Miss.-La.-Ark. Edition	90.9	78.4	139.0	122.2	61,828	53,343	94,548	83,088	58,796	50,589
#Texas Edition	91.1	79.1	138.1	124.9	61,959	53,816	93,922	84,910	58,305	50,269
Average 5 Editions	98.5	80.3	150.1	125.8	66,964	54,632	102,044	85,556	63,647	51,666
Southern Planter (mon)	40.0	26.7	67.3	44.6	28,018	18,692	47,155	31,232	27,056	17,612
Successful Farming (mon)	81.3	78.9	137.7	134.8	36,591	35,485	61,976	60,662	35,681	34,594
Tennessee Farmer & Homemaker (mon) .	16.8	17.8	27.5	28.9	13,163	14,039	21,530	22,703	11,796	12,621
Wallaces' Farmer (sm)	114.6	118.3	197.8	198.7	89,869	92,717	155,046	155,802	80,021	81,339
††Western Crops & Farm Management (mon)	29.5	28.9	52.1	43.8	12,670	12,389	22,373	18,976	12,670	12,389
Western Farm Life: (sm)										
#Regular Edition ..	18.5	18.2	44.8	40.3	14,537	14,332	35,195	31,656	9,875	10,900
#Eastern Edition .	24.4	22.9	61.1	74.5	19,169	17,994	47,908	58,467	14,507	14,254
Average 2 Editions	21.4	20.6	52.9	57.4	16,853	16,163	41,551	45,061	12,191	12,577
Wisconsin Agriculturist & Farmer (sm)	92.9	92.0	144.6	139.1	72,028	72,099	112,637	109,039	70,795	70,110
Wyoming Stockman-Farmer (mon)	46.7	39.0	86.0	77.8	36,638	29,484	66,850	58,870	30,366	22,638
Total Group	1,750.6	1,636.3	2,905.6	3,129.1	1,222,110	1,132,683	2,024,054	2,069,413	1,099,859	1,011,581

§Because February figures for some pulbications were unavailable as this issue went to press this group is broken into a February section and a January section. #Not included in totals. †Formerly known as Indiana Farmer's Guide. ††Formerly known as Farm Management.

Farm Linage Trend

Figures in Thousands



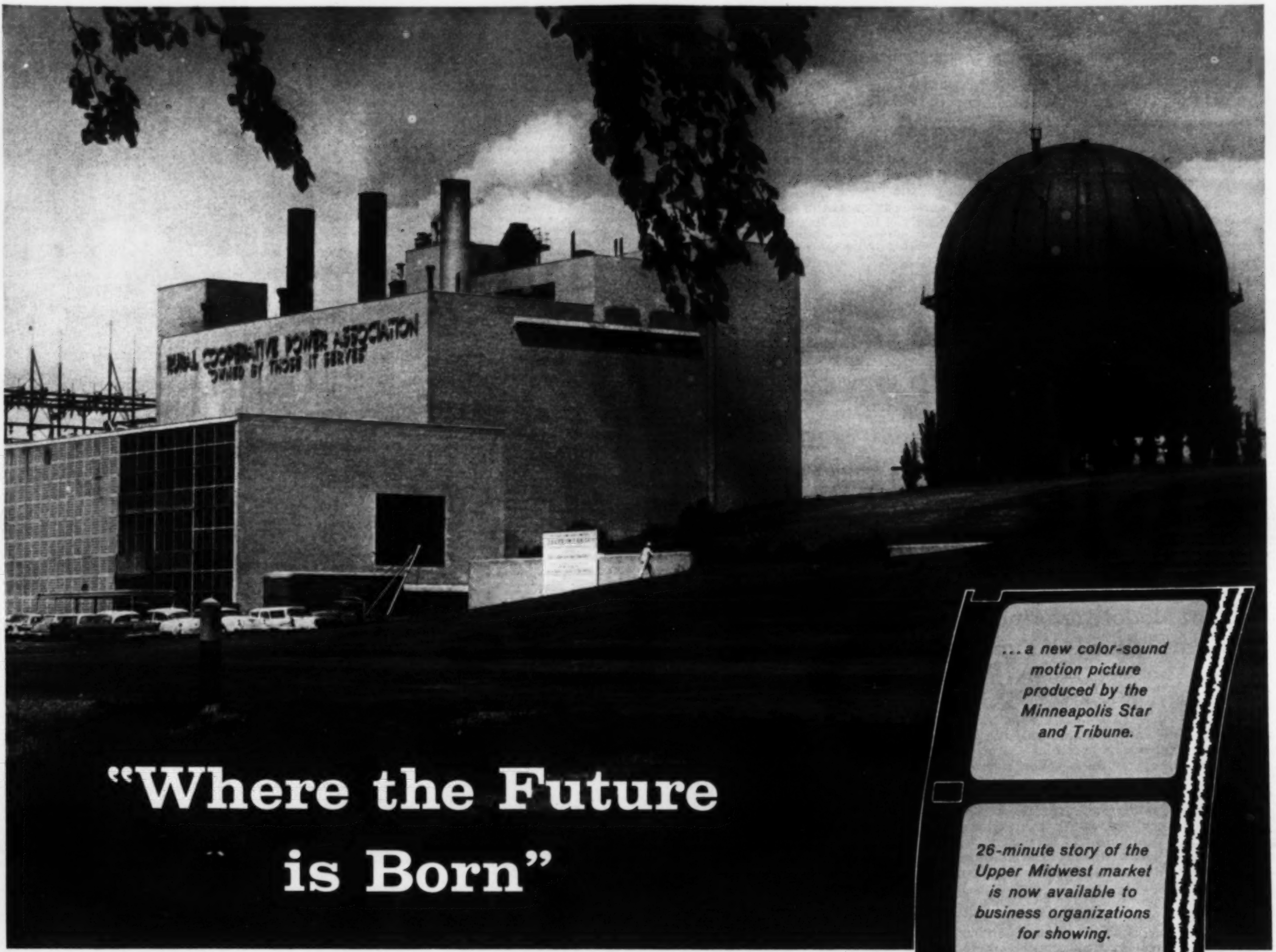
Newspaper-Distributed Farm Sections

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959	Feb. 1960	Feb. 1959
Iowa Farm & Home Register (mon)	23.1	19.2	32.6	34.5	23,086	19,268	32,673	34,531	22,876	18,858
Texas Ranch & Farm (mon)	10.0	9.5	58.5	57.4	10,010	9,478	58,506	57,372	9,506	9,212
Total Group	33.1	28.7	91.1	91.9	33,096	28,746	91,179	91,903	32,382	28,070

§*Farm Organizations & Education (February)*

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959	Feb. 1960	Feb. 1959
Agricultural Leaders' Digest (mon)	6.0	7.3	14.9	18.1	2,564	3,132	6,422	7,778	——	——
†Better Farming Methods: (mon)										
#Eastern Edition ..	39.7	——	50.6	——	17,048	——	21,717	——	17,048	——
#Central Edition .	41.4	——	54.2	——	17,763	——	23,273	——	17,763	——
#Southern Edition	40.7	——	52.6	——	17,477	——	22,575	——	17,477	——
#Western Edition	39.7	——	50.6	——	17,048	——	21,717	——	17,048	——
Average 4 Editions .	40.4	28.1	52.0	43.3	17,334	12,060	22,321	18,592	17,334	12,060
California Farm Bureau Monthly (mon)	11.6	10.7	21.7	20.4	8,757	8,106	16,369	15,470	8,288	7,728
Cooperative Digest (mon)	11.8	9.5	15.3	13.0	5,250	3,990	6,720	5,460	5,250	3,990

(Continued on Page 204)



"Where the Future is Born"

. . . a new color-sound motion picture produced by the Minneapolis Star and Tribune.

26-minute story of the Upper Midwest market is now available to business organizations for showing.

Address request on letterhead to Wm. A. Cordingley, National Adv. Mgr.

Room 100, Minneapolis Star and Tribune, Minneapolis 15, Minn. Give 3 alternate dates.

Water tank on a Minnesota hillside? No. This dome-shaped object at Elk River is an atomic power plant—one of the first in the nation to provide electricity for homes and industry. It is just one of the many new developments now broadening the economic horizon of the Upper Midwest—Minnesota, North and South Dakota and western Wisconsin—whose five million people are looking forward to an exciting tomorrow in this land where the future is born.

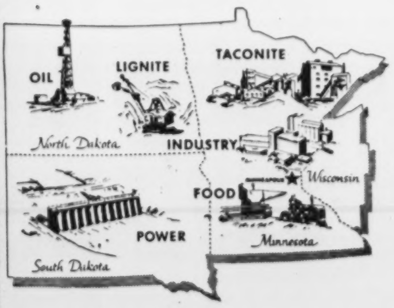
Born not only with reactors, but also with plastic balloons which carry men to record heights to gain vital information on the problems of space radiation . . .

Born in awesome arrays of precision electronic devices which direct men and missiles in the defense of our nation . . .

The story of these exciting developments is told in a brand new 26-minute motion picture, "Where the Future is Born," produced by the Minneapolis Star and Tribune.

Looking for a new or bigger market? . . . for a place to locate a new plant or branch office? . . . for the place to launch a new enterprise? Consider well the future of the Upper Midwest—where science and imagination are coupled with an unusual abundance of natural and human resources to create tomorrow's new economic developments, tomorrow's products, tomorrow's sales.

Consider also the quickest, most resultful way to tap this high-potential Upper Midwest market: through advertising in the pages of the Minneapolis Star and Tribune, newspapers which have won the regular readership and responsive regard of the entire 3⅓-state area.



Minneapolis Star *and* Tribune

EVENING MORNING and SUNDAY

650,000 SUNDAY · 515,000 DAILY

JOHN COWLES, *President*

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959	Feb. 1960	Feb. 1959
County Agent & Vo-Ag Teacher (mon)	25.8	25.7	54.5	60.9	11,077	11,013	23,393	26,092	11,077	11,013
Michigan Farm News (mon)	2.1	2.7	4.7	4.8	4,782	6,333	10,495	11,863	4,390	5,736
Missouri Farmer (mon)	10.4	11.6	21.3	22.3	4,363	4,854	8,929	9,347	3,439	4,165
National 4-H News (mon)	20.8	18.1	34.1	34.0	8,757	7,605	14,334	14,240	8,757	7,605
Nation's Agriculture (mon)	5.4	7.6	13.2	16.2	2,446	3,316	5,941	7,281	——	——
Ohio Farm Bureau News (mon)	14.4	11.1	25.4	18.2	6,500	4,977	11,487	8,473	——	——
Total Group	148.7	132.4	257.1	251.2	71,830	65,386	126,411	124,699	58,535	52,297

§Because February figures for some publications were unavailable as this issue went to press this group is broken into a February section and a January section. #Not included in totals. †Regional editions first published July 1959.

§Dairy & Livestock (February)

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959	Feb. 1960	Feb. 1959
†Breeder's Gazette: (mon)										
#National Edition .	22.5	——	34.8	——	9,670	——	14,941	——	7,650	——
#Regional #1 Edition	24.5	——	36.8	——	10,509	——	15,780	——	7,650	——
Average 2 Editions .	23.5	11.3	35.8	24.1	10,090	5,933	15,361	11,412	7,650	5,411
The Cattleman (mon)	91.5	85.7	197.3	180.2	38,420	36,001	82,856	75,695	14,417	13,685
Florida Cattleman (mon)	84.7	90.2	179.2	163.5	35,574	37,900	75,297	68,700	17,114	21,042
Hoard's Dairyman (sm)	83.9	65.7	146.9	127.8	61,064	47,836	106,932	93,002	55,004	41,468
Livestock Breeder Journal (mon)	92.3	89.9	169.8	145.4	41,650	37,772	71,456	61,082	2,870	3,752
National Hog Farmer (mon)	24.3	22.5	44.4	34.8	24,665	22,838	45,066	35,323	23,590	21,860
National Live Stock Producer (mon) ...	28.1	18.6	45.4	32.6	20,518	13,752	33,204	23,870	19,685	13,041
Western Dairy Journal (mon)	41.1	52.2	75.8	94.5	17,617	22,394	32,485	40,540	12,815	10,283
Western Livestock Journal: (mon)										
Mts. & Plains Edition	52.4	42.9	179.2	154.2	22,504	18,424	76,912	66,179	8,871	6,318
Pacific Slope Edition	66.7	65.0	224.1	226.0	28,597	27,888	96,105	96,956	13,169	9,842
Total Group	588.5	544.0	1,297.9	1,183.1	300,599	270,738	635,674	572,759	175,185	146,702

§Because February figures for some publications were unavailable as this issue went to press this group is broken into a February and a January section. #Not included in totals. †Regional editions first published February 1960.

§Poultry (February)

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959	Feb. 1960	Feb. 1959
American Poultry Journal: (mon)										
#Egg Producer Eastern Edition	20.7	25.7	40.7	55.6	8,877	11,030	17,442	23,879	6,440	7,194
#Egg Producer Midwest Edition	24.0	26.0	46.7	55.2	10,336	11,120	20,021	23,671	7,365	7,940
#Egg Producer Southern Edition	23.1	29.3	46.8	62.3	9,910	12,609	20,060	26,786	7,183	7,838
#Egg Producer Pacific Edition	22.3	26.5	44.9	55.5	9,574	11,373	19,250	23,774	6,919	7,298
#Broiler Producer Ed.	15.0	17.9	23.1	33.3	6,400	7,659	9,921	14,244	5,963	6,725
#Turkey Producer Ed.	16.1	16.9	26.6	30.2	6,910	7,209	11,410	12,909	5,429	5,818
Average 6 Editions	20.2	23.7	38.1	48.7	8,666	10,167	16,351	20,878	6,550	7,136
Broiler Growing (mon)	23.3	41.6	45.0	75.5	9,993	17,835	19,294	32,391	8,262	14,680
Everybodys Poultry Magazine (mon) .	30.0	40.6	63.9	79.8	12,887	17,401	27,427	34,230	7,720	11,081
Poultry Tribune: (mon)										
#Eastern Edition ..	47.0	46.9	88.4	92.1	20,172	20,103	37,932	39,497	14,443	13,366
#Midwest Edition ..	44.3	47.7	84.6	92.3	19,023	20,470	36,312	39,594	13,160	14,640
#Pacific Edition ..	52.3	56.8	94.9	108.2	22,439	24,376	40,734	46,435	15,186	16,315
#Southeast Edition ...	51.7	52.0	98.5	104.8	22,166	22,329	42,270	44,957	15,266	15,221
#Southwest Edition	45.4	46.8	84.7	92.2	19,483	20,057	36,354	39,555	13,639	13,166
Average 5 Editions	48.2	50.0	90.3	97.9	20,657	21,467	38,721	42,007	14,339	14,542
†Turkey World: (mon)										
#Central Edition ...	38.7	——	109.9	——	16,600	——	47,142	——	10,443	——
#Eastern Edition ..	36.9	——	106.8	——	15,846	——	45,807	——	10,090	——
#Western Edition ..	38.2	——	106.9	——	16,390	——	45,861	——	10,662	——
Average 3 Editions .	37.9	54.0	107.8	127.2	16,279	23,177	46,270	54,568	10,398	13,475
Total Group	159.6	209.9	345.1	429.1	68,482	90,047	148,063	184,092	47,269	60,914

§Because February figures for some publications were unavailable as this issue went to press this group is broken into a February and a January section. #Not included in totals. †Regional editions first published December 1959.

Fruit & Vegetable

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959	Feb. 1960	Feb. 1959
American Fruit Grower (mon) ...	56.7	38.3	90.2	71.2	24,486	16,559	38,969	30,771	24,008	16,155
American Vegetable Grower (mon)	40.6	40.9	68.1	68.2	17,544	17,672	29,425	29,455	17,099	17,375
California Citrograph (mon)	21.4	18.9	41.7	38.1	14,150	12,684	27,758	25,578	13,856	12,348
Florida Grower & Rancher (mon) ...	31.8	31.6	62.8	59.1	21,581	21,497	42,712	40,242	20,543	19,434
Total Group	150.5	129.7	262.8	236.6	77,761	68,412	138,864	126,046	75,506	65,312

Annual Model Idea Not Functional, Maytag, Kelvinator Agree; It Functions, Say Others

CHICAGO, Feb. 23—A decision by Kelvinator to drop the annual model change basis for new appliance introduction (AA, Jan. 11) apparently has caused little soul searching by other appliance makers, which still follow the practice of yearly changeover.

Many of the appliance leaders were contacted by ADVERTISING AGE for comment following the Kelvinator move. Many of them wished Kelvinator well, but none of them indicated they were going to change current introduction practices.

With the notable exception of Maytag Co.—and now Kelvinator—most appliance manufacturers bring out new models at about the same time each year, in much the same way as the auto industry.

They defend the practice by stressing two main points: It creates the necessary dealer and consumer excitement to keep sales moving at a profitable pace, and it keeps the pressure on engineers to come up with improvements, to the ultimate advantage of the consumer.

■ B. A. Chapman, exec vp of American Motors Corp. (the parent company) and general manager of Kelvinator, told AA that placing introduction of new models on a product improvement basis, rather than an annual change basis, is already being hailed by distributors and dealers as a progressive step.

"This will provide the manufacturer with a more effective use of the creative staff," he said, "and bring to the consumer a product of greater basic usefulness. Some appliance improvement will get to the market more quickly. Prices will reflect real design and engineering improvements and not carry the costs of unnecessary changes just to meet a model face-lift at the same time each year."

The program aims to bring to the dealer a steady stream of improvements, resulting in continual strengthening of sales and merchandising programs.

■ The appliance business, Mr. Chapman pointed out, differs markedly from the automobile business in the matter of model change, in that: (1) The auto industry has a used car market capable of absorbing the vehicle being replaced at a moderate shrinkage in value; (2) the auto has a maintenance and part replacement cost after it is a couple of years old that is hardly a recognizable factor in so short a period in the appliance field; (3) the auto replacement or use of a new car is much more visible to friends and neighbors than is an appliance replacement. This in many cases, removes another reason for purchasing a new unit.

"Another factor that influenced us in taking this step," said Mr. Chapman, "is that we believe people are tending to get away from purchasing for show alone and are looking for basic things that count in making their purchases. We think our sales appeal and our advertising will have a stronger base under this new program. We will not be stressing things that are non-essential or not truly product improvements.

■ Mr. Chapman said he did not believe the change in policy will result in a lessening of advertising effort, but rather that it will mean more efficient use of the advertising dollar. He said more emphasis will be given to the "purely significant" things about the product and said improvements made from time to time, that then will be advertised with more enthusiasm.

George Romney, president of American Motors, speaking of the policy change, has said it places product emphasis on real consumer benefit rather than on superficial differentiation.

■ Lining up with Kelvinator on the matter is Fred Maytag II, president of Maytag Co. "We do not produce yearly models," he said. "We see no reason for obsoleting merchandise simply because the calendar has rolled around again. When something new and better is developed by our engineers, we bring it out, knowing that true obsolescence stimulates business."

■ Rebuttal comes from Herman F. Lehman, vp of General Motors Corp. and general manager of its Frigidaire division (Frigidaire is considered the best selling refrigerator brand, with more than 20% of the market).

"There is nothing phony about annual changes," Mr. Lehman said, "because no one can make a customer change to a new model against his better judgment. Our policy is to give the public what it wants, whether it is a major style improvement like the Sheer Look or a functional improvement like the frostproof refrigerator system.

"Dynamic changes of this nature stimulate the entire organization, from our designers at the factory through to the retail salesman," he said. "At the factory our policy keeps constant pressure on our product development people. At the retail level you have to keep priming and keep merchandising to produce business, and dynamic improvements fit perfectly into this scheme of things."

Frigidaire has also taken steps to eliminate one of the reasons consumers are slow to purchase new models—lack of trade-in value on the old appliance. In late 1957, Frigidaire began a program to encourage dealers to accept trade-ins on a "true-value" formula, then recondition and re-sell them (AA, Nov. 11, '57).

■ Chris Witting Jr., vp in charge of Westinghouse Electric's consumer products division, emphasized that his company's styling and engineering staffs "have been making enough progress to fully warrant new models once a year.

"We introduced our 1960 appliance line at the recent Chicago home show, where it was convenient for dealers to gather," he said. "Such a central showing seems to me to be a logical, efficient way to introduce new models. We did a wonderful business."

■ Comments from some of the other leading companies:

Philco: "While we do have a certain amount of what you would call re-dressing, we change our product lines because of definite technological advances and new styles that we feel are definite improvements and major changes."

The company cited its "air-wrap" refrigerator, with a new concept in refrigeration for keeping perishable foods, as an example of a new development warranting a special introduction.

General Electric Co.: "The so-called model year is really dictated by the dealers' need to receive orderly presentations of the manufacturer's business plans. It is convenient to introduce new models at the same time. Whenever practicable we do, but sometimes we introduce at other times as well.

"We aim always to make new models not just different, but better, in terms of function, convenience and capacity," GE said. "We don't make styling changes just for the sake of change—many of our appliances are similar in appearance for two or three years."

Admiral Corp. noted that its models are timed for introduction to take advantage of the winter home furnishings market, with "drop-in" models brought out at various other times for promotional reasons.

Whirlpool Corp. introduces new models but "not on a strict year-to-year basis." The introductions combine innovations with merchandising requirements.

Norge division of Borg-Warner says its models are introduced annually "because distributors expect it." The company added, however, that some product innovations are brought to the market without waiting for the changeover time. Norge will introduce its frost-free refrigerator in March, for example.

Gibson Refrigerator Co.: "We have over the years held large national sales conventions coincident with the introduction of yearly models. Experience indicates advisability of following this practice, to bring new models before our selling personnel in a forceful way."

Hotpoint Co.: "There are enough innovations to provide new things each year. When we present new lines in the fall, we begin filling our pipelines for the peak selling season, and we have something new to show dealers." #

PRACTIMATION
A new word, which means more than automation, for it is the custom-fitted application of today's finest automation equipment to your particular needs...
Friden

PRACTIMATION—*Friden Inc., San Leandro, Cal., will use the "Practimation" theme in its 1960 campaign, with b&w pages and spreads scheduled in Business Week, Dun's Review, Forbes, Fortune, Harvard Business Review, Nation's Business, News Front, Newsweek, U.S. News & World Report and the Wall Street Journal and smaller ads in specialized publications. Richard N. Meltzer Advertising, San Francisco, created the ads.*

Walton Adds Nine Stations

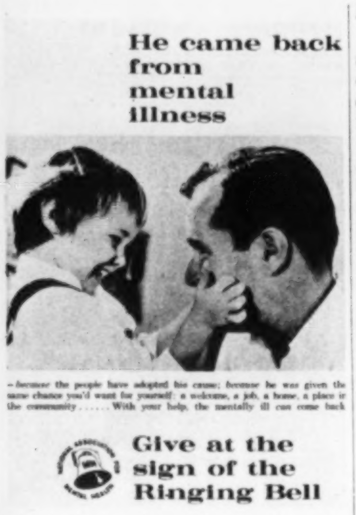
Hal Walton Associates, New York radio station representative, has been appointed national representative for WISR, Butler, and WAKU, Latrobe, Pa.; WTIG, Massillon, O.; WPID, Piedmont, Ala.; WIOD, Sanford, Fla., and WPNC, Plymouth, N. C.; all of which had no former national representation. Walton also was named to represent WACB, Kittanning, Pa., formerly handled by Rambeau, Vance, Hopple; and WETO, Gadsden, and WANA, Anniston, Ala., both previously handled by Joseph Hershey McGillvra Inc.

Van Roo Joins WCBS-TV

Robert H. Van Roo, formerly director of promotion at WTCN and WTCN-TV, Minneapolis, has been appointed director of promotion and advertising at WCBS-TV, New York. He replaces Robert G. Patt, who has been assigned to special projects for WCBS-TV.

Howard Parish to Rumrill

Howard L. Parish, formerly with Fuller & Smith & Ross, Cleveland, has joined the copy department in the Rochester, N. Y., office of the Rumrill Co.



He came back from mental illness

Give at the sign of the Ringing Bell

NO. 1 HEALTH PROBLEM—*Ads like this will run from April 15 through May as part of the new campaign for the National Assn. of Mental Health. Sullivan, Stauffer, Colwell & Bayles, New York, is the volunteer agency.*

$50,000,000 a Year Spent in Milwaukee Media, 'Journal' Says

MILWAUKEE, Feb. 23—Advertisers invest more than $50,000,000 in advertising yearly in the Milwaukee market, according to a study by Journal Co., owner of the *Milwaukee Journal* and WTMJ-TV, WTMJ and WTMJ-FM.

The figure is based on the results of a survey conducted by Journal Co.'s research department, covering all major media used by advertisers during the week of Oct. 19-25, 1959.

The survey disclosed that 43.3% of the total advertising went into this city's two daily newspapers—the *Journal* and the *Sentinel;* 35.7% on the four tv stations; 11.2% on the seven radio stations; 5.7% in outdoor signs; 2.9% in 21 weekly newspapers and secondary publications, 0.9% in transit advertising and 0.3% on three local fm radio stations

■ The study revealed that during the week of the study, 2,709 advertisers spent $1,090,569 in all media measured. This includes both local and national accounts.

A resume of findings of the study may be obtained from C. R. Conlee, vp and promotion manager of the *Milwaukee Journal.* #

Gourfain-Loeff Adds Seven: Kraus Is PR Agency

Gourfain-Loeff, Chicago, has been named by seven new accounts to handle their advertising. They are the slide projector division of Sawyers Inc., Portland, Ore.; Textile Mills Inc., Chicago; Cyclone Filter Corp., Longmont, Colo.; and four trade shows—International Convention Planning Exposition, Las Vegas; Independent Housewares Exhibit, Atlantic City, and the National Toy Show and National SuperMarket Non-Food Exhibit, both Chicago.

In its Feb. 22 issue, ADVERTISING AGE incorrectly listed these accounts as being assigned to Herbert M. Kraus & Co., Chicago public relations company, which has Gourfain-Loeff as a p.r. client.

Lionel to Run 60-Page Insert

Lionel Corp., New York, will run a 60-page 1960 dealer catalog ad in the March issues of *Toys & Novelties, Playthings* and *Craft, Model & Hobby Industry.* The insert is timed to coincide with a March 7 toy show in New York. Grey Advertising Agency handles the account.

Shaw Adds KVI Duties

Bill Shaw, vp and general manager of the Golden West Broadcasters' radio station, KSFO, San Francisco, has assumed supervision of the company's KVI, Seattle. He will work with KVI general manager Fred Van Hofen, but retain his San Francisco headquarters and duties. Bert West, vp and sales manager of KSFO, assumes the title of station manager.

M&M Boosts New Product

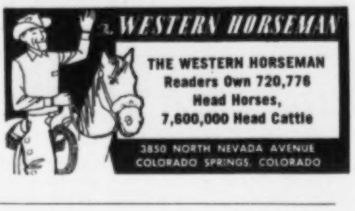
M&M's Candies (Ted Bates & Co.), a division of Food Manufacturers, Hackettstown, N. J., is stepping up its spot tv campaign for its new product, A-I's almond chocolate candies. Minutes and station breaks are now running on stations in well over 100 markets for 52-week contracts. A-I's, which now has national distribution, is available in 10¢ and family-size bags.

Naegele Names Cates

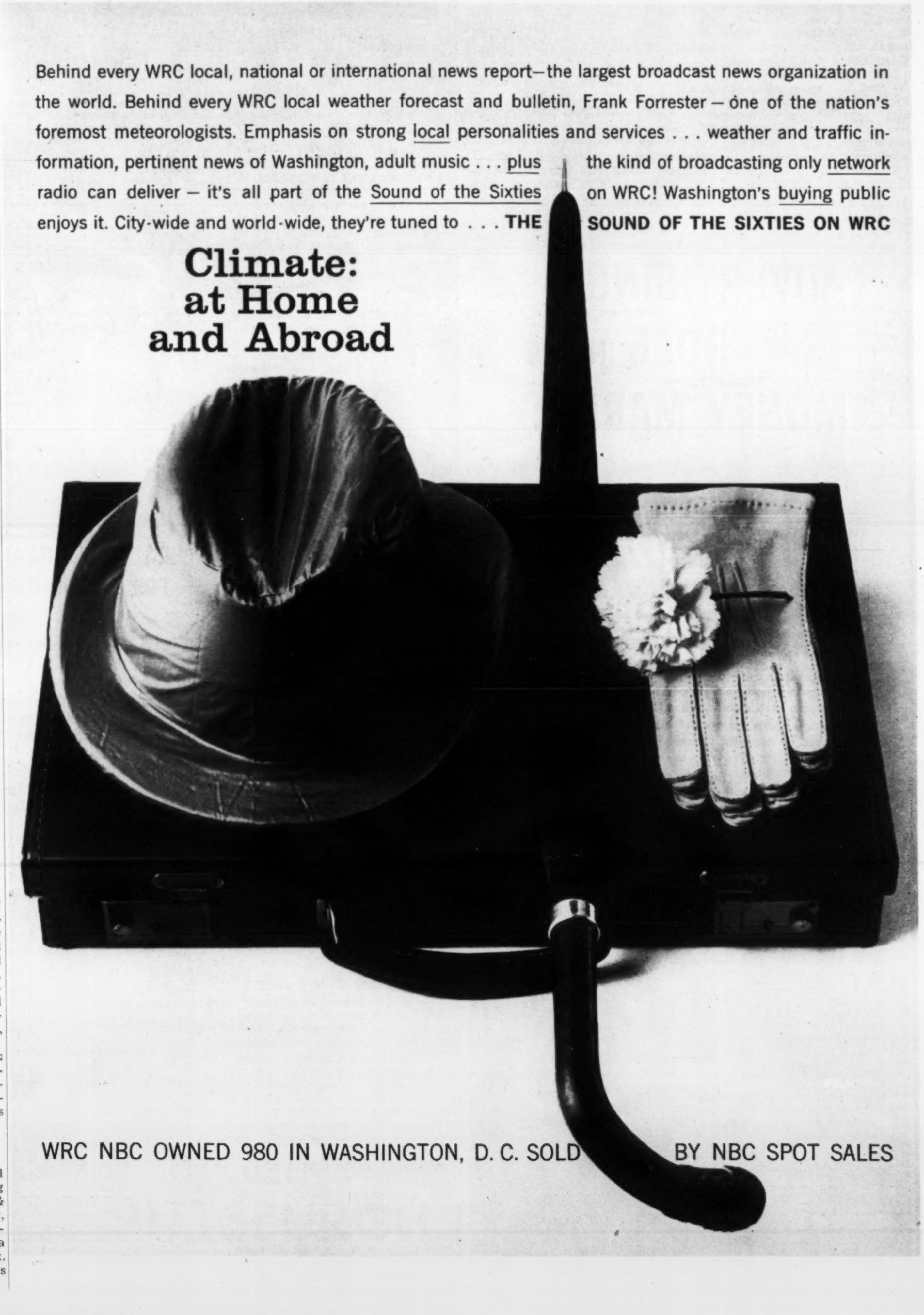
Naegele Advertising Cos., Minneapolis, has appointed Russell F. Cates exec vp and general manager. Mr. Cates has been with Naegele for 20 years in Minneapolis as a top executive officer.

Hazel to Haughton

David W. Hazel, formerly on the sales staff of the *Philadelphia Bulletin,* has joined Haughton Advertising Agency, Philadelphia, as an account executive.



WESTERN HORSEMAN
THE WESTERN HORSEMAN
Readers Own 720,776
Head Horses,
7,600,000 Head Cattle
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO



Behind every WRC local, national or international news report—the largest broadcast news organization in the world. Behind every WRC local weather forecast and bulletin, Frank Forrester – one of the nation's foremost meteorologists. Emphasis on strong local personalities and services . . . weather and traffic information, pertinent news of Washington, adult music . . . plus the kind of broadcasting only network radio can deliver – it's all part of the Sound of the Sixties on WRC! Washington's buying public enjoys it. City-wide and world-wide, they're tuned to . . . **THE SOUND OF THE SIXTIES ON WRC**

Climate: at Home and Abroad

WRC NBC OWNED 980 IN WASHINGTON, D. C. SOLD BY NBC SPOT SALES

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

FTC Wrestled with Symbols Within Symbols, Weir Says

To the Editor: I am grateful for any mention of my recently published book ("On the Writing of Advertising," McGraw-Hill, 260 pages, $5) since the publisher does not seem to be particularly lavish in his promotion of it. On the other hand, if you are going to publish letters mentioning it, I would like very much to have those letters stick to the facts.

Mr. Dennis Webster of the J. Walter Thompson office in San Francisco complains (AA, Feb. 15) that my statement in defense of the now famed Bates sandpaper commercial is in contradiction with sentiments expressed in my book ("On the Writing of Advertising," McGraw-Hill, 260 pages, $5) to the effect that "if advertising is ever to graduate from blatancy, from duplicity, from triviality, it can only be through the treatment given it by people who believe it serves a useful end—and serves that end best by conveying vividly and honestly a conception of the product advertised, its proper use and the result of that use."

Mr. Webster's argument is that Colgate Rapid Shave is not intended to remove sand from sandpaper; therefore the Bates commercial deserved the excoriation it received from the FTC. If Mr. Webster had bothered to obtain the full text of my statement he would have discovered that I expressed myself as feeling the FTC was unfair insofar as it was now wrestling with symbols within symbols.

The commercial referred, verbally, to a sandpaper beard—meaning a rough, abrasive one. The art director rightly felt that the use of a sandpaper mask would be both dramatic and, symbolically, highly communicative. Before the communication could be established, however, the viewer had to be enabled to recognize the symbol. If the video had appeared as a newspaper illustration, for example, it might very well have taken the form of a retouched photograph, an enlarged photograph, or a drawing. The purpose would not be to deceive—the average reader, with the possible exception of Mr. Webster, can be trusted to take it for granted the sandpaper is a symbol for a tough beard. The purpose would be to overcome the shortcomings of the medium insofar as clear reproduction is concerned.

Maybe Mr. Webster's problem results from the fact that AA, Jan. 25, did not cover my remarks at the Art Directors' luncheon quite as thoroughly and completely as it reviewed my book ("On the Writing of Advertising," McGraw-Hill, 260 pages, $5).

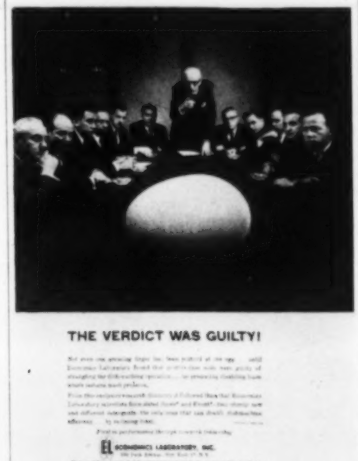
Walter Weir,
Donahue & Coe, New York.

Author, author!

• • •

Ad 'Missed the Boat'

To the Editor: Here's my nomination for the ad that "missed the boat." Who knows what is being sold? I certainly can't tell from the ad.


THE VERDICT WAS GUILTY!

Maybe the Economics Laboratory people were too concerned with "which came first, the chicken or the egg."

R. J. Petzold,
Advertising Supervisor, American Hospital Supply Corp., Evanston, Ill.

• • •

Relaxed Think Gets Results for This Agency Man

To the Editor: Just yesterday one of our clients dropped into the office and "caught" one of our associates, feet on desk, enjoying his pipe, apparently without a care in the world . . . and, apparently, without a thought about our client's campaign.

The client's private comment was, "What're you paying him to loaf for?"

We explained that "loafing" was far from the truth of our associate's apparently comfortable, relaxed attitude.

It has been our experience that some of our really successful ideas came from periods of such relaxation. Our associate was NOT loafing . . . he was truly THINKING. We encourage our people to THINK around the clock, whether working or at rest.

Here we don't crack whips. We don't expect our people to carry their work home with them. We only expect them to keep their minds open while they relax . . .

We loaf, yes, and we coast . . . but with our minds open. We strive to train ourselves to be sensitive and alert to inspirational thoughts when they come . . . and to always, ALWAYS, write down the ideas on paper. We believe our method means less tension, fewer ulcers . . . and perhaps fewer heart attacks . . . because we don't try to solve everything through exerting constant, conscious push . . . push . . . push.

D. E. Andorfer,
Andorfer & Associates, Pontiac, Ill.

• • •

'N. Y. Times' Ad Is Priceless

WOMEN OF MORRIS COUNTY!

9 PERSONALIZED COUPONS CREATED TO EXPRESS YOUR SECRET, SUBURBAN SELF

You've mailed hundreds of coupons—all cold, businesslike, impersonal. Now, The New York Times creates coupons with you in mind. Warm, human, suburban coupons to help you order The Times with feeling. One of them is right for you. Each will bring the big, bright, bountiful New York Times to your front door . . . as exciting and satisfying and grown-up a newspaper as you've ever read.

The New York Times

To the Editor: We thought you'd be interested in the *New York Times'* full-page ad [on Feb. 3] promoting its circulation through the fair sex. It was a masterpiece in creativity. The copy in each of the illustrated coupons was cleverly

ADVERTISING'S ROLE IN THE MONEY MARKET

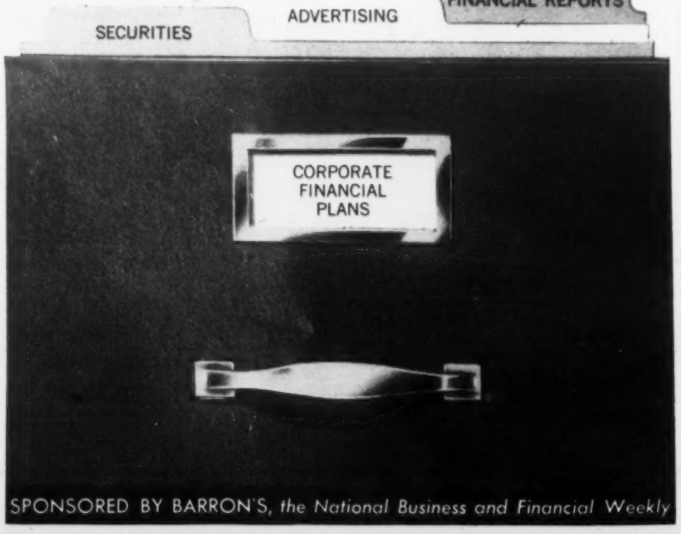
By **John P. Cunningham**
Chairman of the Board,
Cunningham & Walsh, Inc.

"Today's advertising man needs to be a well-rounded business man. As such, he's constantly mindful that money is the essential ingredient in whatever product his client manufactures.

"Like consumers, money sources need to be cultivated. They need to be informed. Money sources need to be exposed, consistently and effectively, to the corporate facts. From such a program, the advertiser can hope to meet and overcome the toughest kind of competition there is—competition for the investment dollar.

"Here is a *different* kind of market for advertising to crack and conquer. The financial community deserves the same painstaking and assiduous study we have devoted to other marketing areas.

"This is a challenge that should delight today's advertising man. If we really are to serve our clients completely, we must recognize that finance is at the beginning and end of every successful corporate trail."



SPONSORED BY BARRON'S, *the National Business and Financial Weekly*

A Dow-Jones Publication

DOUBLE CONCENTRATION....
FOR REAL ADVERTISING POWER

Know why your corporate campaign gets more selling power in Barron's? Because in Barron's you get *two* kinds of concentration for advertising effectiveness:

First, there's *audience* concentration. More than 100,000 influential investors, businessmen and financiers read Barron's every week. These readers, with average annual incomes of more than $20,000 each (average net worth, nearly $200,000 each!)* are the significant core of the business and financial communities. They are the people others will ask about your company; their opinions are sought at the top management level in banks, brokerage offices and industrial corporations.

In Barron's, your advertising message gets *reader* concentration, too. This publication, with its editorial emphasis on complete reporting, absorbs the reader thoroughly. There are no quick summaries in it, no pictures. The average issue of Barron's is less than 60 pages long—yet 5 out of 6 subscribers give it 30 minutes or more of their attention, about one-third of the subscribers usually devote an hour or more!*

Reap the advertising benefits of Barron's unique importance to its important readers. Use this National Business and Financial Weekly to tell *your* corporate story.

* These facts from a survey of Barron's subscribers by Benson and Benson, independent research specialists. For an easy-to-read booklet, summarizing the results of this survey, write or call any Barron's office.

BARRON'S

. . . where advertising, too, is read for profit!

NEW YORK
50 Broadway

CHICAGO
711 W. Monroe St.

BOSTON
388 Newbury St.

LOS ANGELES
2999 W. 6th St.

CLEVELAND
1325 Lakeside Ave.

done and must have been the product of a "brainstorming" copy technique.

There is only one thing. How much does the *Times* cost on a daily basis ... on Sunday only or for the entire week? Or is it the feeling of BBDO that anybody interested in reading the *New York Times* would be in such a high income bracket that they wouldn't even think of the subscription cost?

William H. Brown Jr.,
Advertising Copywriter, Beneficial Management Corp. of America, Morristown, N. J.

• • •

Like We Always Say, Spelling Can Misle You

To the Editor: Your closing editorial on the misleading spelling of "led" (AA, Feb. 8) comes to an erroneous conclusion. "Read," which you would like to spell "Redd," does not rhyme with "led" but with "lead." Your Eye & Ear Man can tell you that the latter is pronounced with a trace of a diphthong rather than a pure vowel.

It seems that most attempts to clarify English spelling carry the seed of flattening its sound and happily do not meet with success.

George F. Wyland,
J. Walter Thompson Co., New York.

•

To the Editor:

Our glorious tongue would be simpler by half
Were it not for the trap of the homograph.
I lead, with feet of lead;
You read, I have read.
The layman lay chanting a lay, solo;
See the man with the bow bow now so low.
Still further our meaning to cloud and bedim
Consider the plaguy homonym—
I do think the dew is long overdue;
The cat mews in the mews, the Muse to woo ...
Oh, I could cite 'em, ad infinitum
But I've penned this end with a tonic mnemonic:
Were it not for the trap of the homograph
Our glorious tongue would be simpler by half.

John Bernard Lundy,
Chicago.

• • •

Clients Balk on Budget Until All Rate Changes Are Released

To the Editor: More power to the Cleveland agency media men who took publishers to task for announcing rate changes in the fall (AA, Feb. 15).

We never fail to sound off to publishers who pull this stunt, as some still do. Approval of 1960 programs was held up for several weeks by two of our clients, while they "reconsidered," just because of these johnny-come-latelies. . .

Agencies have trouble enough getting approval of budgets in these inflationary days without having the task complicated by last-minute rate changes.

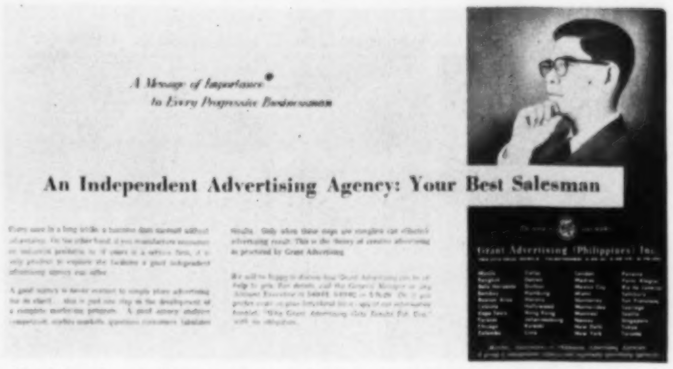
Charles G. Thoma,
Thoma & Gill, East Orange, N. J.

• • •

'Compadrism' Poses Problem to Some Philippine Agencies

To the Editor: The thought has occurred to me that you might be interested in seeing how we, as a founding member of the Assn. of Philippine Advertising Agencies, are attempting to combat (through the attached ad) a rash of newly-created house agencies which have become a very real problem to every member of the association.

Perhaps stemming from that tradition of Philippine life that encourages ties of nepotism to be carried into business, the house agencies are a particular thorn in the side of the two American agencies in the islands—J. Walter Thompson and ourselves—who can hardly claim traces of Filipino blood lines. Usually, a house agency out here is created through "compadrism" (as it's locally termed) wherein a relative or close friend of an advertiser is nominated to head the agency with his "compadre's" firm as the first—and often only—account.



A Message of Importance*
to Every Progressive Businessman

An Independent Advertising Agency: Your Best Salesman

Grant Advertising (Philippines) Inc.

The APAA, under the leadership of its president, G. M. Torres, vp, Grant Advertising, has formulated a house agency definition which, under American standards, would be restrictive indeed. In addition to this, the association defines by exclusion such shops with the motto, "A group of independent, ethical and legitimate advertising agencies," which can be seen in the lower right-hand corner of the attached tearsheet.

With a note of pride, I'll have to say that this ad was a pip in drawing responses!

Roger O. Johnson,
Vice-President, Grant Advertising (Philippines) Inc., Manila.

• • •

Very Few Dishonest Ads in Farm Publications, He Says

To the Editor: ... It is good to know that the total amount of bad advertising is very small indeed, but the public does not know that, and it only takes a small minority of advertisers who violate the principles and ethics of good taste and honesty to destroy confidence in both good advertising and media.

Those of us in the farm publishing business are very proud of the fact that there is practically no dishonest or misleading advertising in the farm press. The publishers and editors of the farm press are sure that the advertising carried by that large segment of American business which serves agriculture is read by rural people with the confidence and interest equal to the editorial content of our publications.

So I am writing this at a time when there is so much public criticism of advertising—some of which is justified—to commend and congratulate advertisers in farm publications and the agencies that write the copy for the high standard and quality of their advertising.

E. R. Eastman,
American Agriculturist, Ithaca, N. Y.

MISSILE ROCKET BALL POINT PEN
Make Your Sales Message a Perfect "Shoot"
A Perfect Miniature Rocket
YOUR MESSAGE HERE
New, different, exclusive, low cost. Write for quantity prices today.
R-W CORPORATION
22849 Ventura Boulevard
Woodland Hills, California

Say, have you heard the latest about Pittsburgh?

The Post-Gazette Grew A Record Crop Of Retail Advertising Again In 1959

Yessir, the Post-Gazette produced a record yield of retail advertising in 1959—and was the only Pittsburgh daily to do it!

Fact is, that's the eighth time in nine years that retail has reached a new high. Seems like more retailers every year are finding out about the terrific sales power of the morning Post-Gazette.

When you want to harvest sales in Pittsburgh — the eighth most fertile market in the country—hitch your plow to the Post-Gazette.

Fastest-growing Newspaper in America's Eighth Market

PITTSBURGH POST-GAZETTE

Represented Nationally by Moloney, Regan and Schmitt

On CINCINNATI STREETS
. . . or ANYWHERE

Of all the folks you see from ABC Cincinnati . . .

7* OUT OF 10

read the

CINCINNATI POST TIMES-STAR

**B. L. Schapker Market Research*

Total ABC circulation, the largest daily in Cincinnati history . . .
267,672

The Newspaper that Spends the Evening with the Family

ROBERT K. CHANDLER
Manager, General Advertising Department
★
Represented by
The General Advertising Department
SCRIPPS-HOWARD *Newspapers*

Rezewde
Coimbra
Leta
Chinaglia
Chamberlaine
Quintao

NOW IN PORTUGUESE—*G. Harry Chamberlaine, publisher of Popular Mechanics, meets with members of the publication's Brazilian staff to kick off the initial edition of Popular Mechanics in Portuguese. Pictured above with Mr. Chamberlaine are Breno Rezewde, assistant general manager; Octavio Coimbra, advertising director; Domenico Leta, circulation director; Fernando Chinaglia, president, and Alexandre Quintao general manager.*

Along the Media Path

A promotional booklet describing its editorial services and market coverage has been published by **Broadcast Engineering.**

• The **Houston Chronicle** published 14 color advertisements in its Feb. 4 issue in a one-press operation. This marked the first time color ads appeared in a regular issue of the *Chronicle* without benefit of advance runs or the use of special sections.

• The September, 1960 issue of **Scientific American** will be devoted to the human species. The issue will be the 11th in the magazine's series of annual single-topic issues.

• **KMOX-TV,** St. Louis, entered the publications field in January with introduction of its new monthly publication, "Eye on 4." Designed to tell the station's story, the publication is mailed to persons on food and drug lists, general business and agencies in the St. Louis area.

• A special two-day parade of **WIL** mobile units which covered a 100-mile route through St. Louis area kicked off a month-long series of special events planned to celebrate the station's 38th Anniversary.

• Bunton Seed Co., Louisville, used a 40-page rotogravure section in the **Courier-Journal** to present its seed and garden supply catalog. The company has used this method of catalog distribution for several years.

• **Print,** celebrating its 20th anniversary, is increasing its audited circulation guarantee from 8,500 to 10,000, effective with its January-February, 1960 issue. No change in advertising rates is said to be contemplated at the present time.

• Disc jockeys on **WOWO,** Fort Wayne, Ind., will don gold suits Feb. 23 in celebration of the station's Gold Record Day, when only gold records will be played for 24 hours. During the day gold record albums will be given away every half hour.

• **Metropolitan Opera House Guide** carried a page ad in its issue for the week of Feb. 15, promoting Edward H. Weiss & Co., Chicago—the first time in 75 years that copy about an advertising agency has appeared in the *Guide*, according to the publication.

• **WTIC-AM-FM-TV,** Hartford, will centralize its operations in a $2,000,000 structure, Broadcast House, to be built as part of the city's east side redevelopment project.

• St. Paul Advertising Club awarded its annual "Advertising Excellence" award to the **St. Paul Dispatch-Pioneer Press.**

• Five services provided by **Playboy** to help men's apparel retailers reach the young men's market are detailed in a new booklet, "*Playboy* Impact for Retailers," published by the magazine. Copies are available from Victor A. Lownes III, promotion director, *Playboy*, 232 E. Ohio St., Chicago 11.

• The Feb. 15 issue of **Chemical & Engineering News** appeared with a new look which included a new typography and additions of two new departments, "Industry & Business" and "Technology," and a marketing subdivision featuring stories on new sales, advertising and distribution programs for chemicals.

• **Radio Advertising Bureau** sent Mexican hats and bottles of Coppertone sun tan lotion to agency personnel to emphasize the effectiveness of summer radio advertising.

• **Chicago Tribune** published a 28-page international travel supplement in its Feb. 21 issue.

• American Gas Assn. will run its AGA May spectacular in the May 1 issue of **American Restaurant.** The special section will have its own four-color cover and will carry four-color illustrations.

• **Television Bureau of Advertising** has published a booklet, "Here's What the Experts Say about Television," which presents in capsule form the opinions of leaders of many phases of business and advertising.

• A Volkswagen bus, complete with imprinted call letters, has been awarded to **KILT,** Houston, as top prize in a national contest sponsored by Ray-O-Vac Co. for outstanding radio advertising and merchandising promotion of Ray-O-Vac flashlights and batteries.

• A "Variety Department Chain Store Merchandising Service" is being made available for the first time to advertisers by the **Ladies' Home Journal.** The program is designed to provide point of sale displays of products in 6,000 stores of 11 major variety chains across the country.

• **Philadelphia Inquirer** used a large sheet of aluminum coated paper to tell how an Alcoa Wrap page used by the aluminum manufacturer on Oct. 19, 1959, in the *Inquirer* produced results for the advertiser by achieving 100% distribution by four large food chains in the Delaware Valley area, plus 90% of the independent supermarkets. The four-page mailer was printed in four colors.

• **Buffalo Evening News** will publish its annual Spring Fashion Section on March 29. The section will lead off with a full color fashion presentation, and photographs and commentaries by *News* fashion editors and writers will be included in the section.

• Staff members of **Peters, Griffin, Woodward,** radio sales representative, recently visited agencies wearing sunglasses which concealed transistor radios to illustrate the point that "more than ever radio goes where the people go."

• **Popular Mechanics** presented the original painting for its February cover, depicting the bathyscaph Trieste, to the U.S. Navy to commemorate the Trieste's record dive on Jan. 23 to a depth of 37,800′.

• **Electronic Equipment Engineering** will launch a six month circuit design award program, beginning in April, to encourage its readers to disseminate circuit designs for the benefit of all engineers engaged in the design of electronic products. The program, divided into six classes of circuit elements, will provide 37 different awards with a grand prize of a $500 savings bond.

• **Department of New Laurels:**

This Week Magazine reports advertising revenue in 1959 totaled $42,810,948, a 5.2% gain over the 1958 total of $40,685,525.

Advertising linage in **Hot Rod** for the first quarter of 1960 was 46,802 lines, compared to 35,826 lines for the same period in 1959.

The Skipper reports 71 advertising pages for the first three months of 1960, a 38% gain over the 51.5 pages for the comparable 1959 period.

Scientific American reports 340 pages of advertising for the first quarter of 1960, a 16.9% increase over the same period a year ago. #

Abbott Joins Cappel, Pera

Kendall W. Abbott, formerly with Fred B. Vanderhurst Advertising and Stiller, Rouse & Hunt, has joined Cappel, Pera & Reid, Orinda, Cal., as an art director. In other expansion moves, the agency is adding extra space to its Orinda headquarters and has purchased a company airplane.

Worthington Boosts Fraser

A. William Fraser, general marketing manager of Worthington Corp., Harrison, N. J., has been named to the additional responsibility of vp, a new position.

Class, Status Don't Determine Public's Taste Level: Blau

DETROIT, Feb. 23—The increasing mobility of the American consumer has destroyed old concepts about the "trickle down" theory of taste, according to an industrial design company.

Harley Earl Associates, in a special report, said the average American's taste is better than most people think it is. And marketing men who reject new ideas or products as too sophisticated or high-level for the general public are making a mistake.

The idea that standards of taste are developed by leaders in the socio-economic structure and then trickle down to the masses is obsolete, according to William Blau, vp-marketing for Earl, who prepared the report.

"Good taste has nothing to do with class or status," Mr. Blau writes. "It's determined by the amount of exposure to outside influences, ideas and cultures accumulated by an individual over a period of time.

■ "Most American families are mobile now," he said. "The whole population has been exposed to a rich variety of ideas and esthetic standards through modern mass communications. This means that taste standards are on the upgrade."

The report recommends the development of a type of market research which rates people according to the amount of cultural exposure they have experienced, as well as by social and economic status. #

Youst Gets Boost as DCS&S Appoints Three, Elects Three

Thaine A. Youst, merchandising account executive of Doherty, Clifford, Steers & Shenfield, New York, has been promoted to the new post of merchandising director.

Doherty, Clifford also has named Denise James, formerly with Mogul Williams & Saylor, and John Leopold, formerly with Benton & Bowles, copywriters. Les Collins, previously with Batten, Barton, Durstine & Osborn, has been named an executive producer in the radio-tv department. The agency has elected three account executives—Rodger S. Harrison, John Malone Jr. and Harvey N. Volkmar—vps.

Colgate Sales Set Record; New Drug Test Planned

Consolidated sales and earnings for the Colgate-Palmolive Co., New York, in 1959 were the highest in the company's history. Sales were $581,982,000, exceeding the 1958 record by $47,935,000. Earnings totaled $25,287,000, a 20% increase over 1958 earnings of $21,166,000. The company hopes to place one or more new drug proprietary products in test markets before the end of March.

Maytag Launches Push

Maytag Co. Ltd., Toronto, will use newspapers, outdoor advertising, and business papers in its record advertising program during the first half of 1960. The February ad, scheduled for Vancouver, Hamilton, Calgary and Edmonton, will feature the Maytag Halo-of-Heat clothes dryer.

Hance Promotes Melillo

Philip A. Melillo, formerly an account executive at Paul Hance Productions, New York, tv film producer, has been promoted to sales director, a post which has been temporarily held by the president, Roy Moriarty, since Dermid McClean resigned from it several months ago.

Democrats Find TV Order Forms Are Hard to Get

(Continued from Page 1)

velopments in this story have been coming to light.

Highlighting what has gone before have been (1) the suggestion from two networks—NBC and CBS—that this serious decision be made by the tossing of a coin and (2) the difficulty the Democrats' agency has encountered in putting its hand on official network order forms.

■ The drama begins on July 29, 1959, with a letter to all three networks from Paul Butler, chairman of the Democratic National Committee, placing an order for 11 to 12 midnight on election eve. His first answer came from Oliver Treyz, president of ABC Television, who said it was not the policy of ABC to reserve a time period without a firm, acceptable order. He suggested that the Democratic agency get in touch with ABC. (At the time of the Butler letter, the Democratic agency had not been appointed.)

In mid-November, shortly after Guild, Bascom & Bonfigli was named to handle the Democratic National Committee account, Reggie Schuebel, vp, called ABC, as well as the other two networks, and asked that she be sent as soon as possible a contract form for a political order.

The Treyz letter was the only official word the Democrats have had from ABC, which at press time had not yet sent the agency a political order form.

■ On Aug. 11 Walter Scott, an NBC exec vp, acknowledged the acceptance of the Butler letter, but said that it could not be honored as a time reservation. He wrote that it had not been the NBC practice in the past to reserve time for political campaigns in advance.

The next word from NBC came on Dec. 31, when William Hedges, vp, wrote Guild, Bascom to point out that there was a conflicting order from the Republicans. He suggested that the parties flip a coin to determine who would get the coveted spot. The loser would settle for 10 to 11 p.m.

This week Guild, Bascom finally received the official order form for a political broadcast from NBC. At NBC this is called a blanket letter agreement.

■ Mr. Butler's letter to CBS was acknowledged Aug. 4 with a letter from William Fagan, vp. Mr. Fagan indicated that the record of the request would "establish any necessary priority in your eventual purchase," but he said the acknowledgement was not a commitment for the time. He said CBS would have to be guided by conditions as they existed under Section 315 of the Communications Act and by any policy set by the network to limit political sales on any day during the campaign. He suggested that the agency get in touch with him.

Thus the agency did get in touch with CBS in November and made a hurried request for an order form. The form has not yet been made available.

A follow letter from CBS came on Jan. 18, 1960, when James Aubrey, president of CBS-TV, wrote to inform Mr. Butler that the Republicans had, on Nov. 25, placed an order for the time period he had requested earlier.

■ After giving serious consideration to the dilemma, he said, he was suggesting that the parties split the hour, with a toss of a coin deciding which would get which half. If either party refused, he said the full hour would go to the other. If neither party was amenable to splitting the time, he proposed that a coin be tossed to see who would get the full hour. The loser, as in the NBC coin toss proposal, would get 10 to 11 p.m. as a second best choice.

Without ever being made public, the Aubrey proposal was superseded by the top level CBS edict of Feb. 18, which said, in effect, that the parties would have to solve the dilemma themselves by deciding whether they wanted to buy CBS or another network.

Sources at the Democratic and Republican headquarters indicate that they have never been directly informed of this policy change, which they reportedly learned about by reading it in the papers.

■ As soon as he learned of the CBS action, Mr. Butler announced that the Democrats would fight it as an illegal move. He has appealed to the FCC and congressional committees to keep the rule from becoming operative for the 1960 campaign.

Last week's insistence by CBS executives that they had no orders for the disputed time period on hand is now more understandable. The letters were not acknowledged as orders, and no order form has been sent to Guild, Bascom.

■ The Republicans are not fighting the CBS edict, but they too have been unable to get formal acceptance of their time orders from any of the networks as yet. #

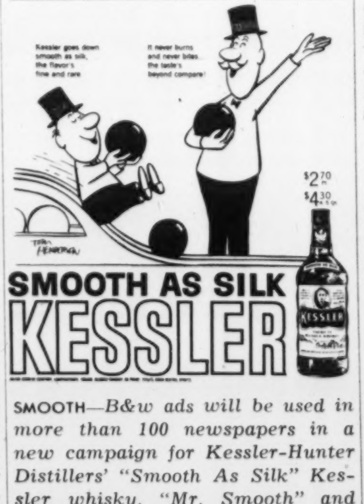
Compton Adopts Profit-Sharing in Addition to Pension Plan

Compton Advertising, New York, whose employe pension plan is said to be one of the most generous in the agency field, is setting up a profit-sharing plan in addition to its 20-year-old pension plan. In addition to Compton's contribution to the profit-sharing plan, eligible employes may voluntarily contribute up to 10% of their total basic annual earnings.

The money is invested in two funds, and employes are given a choice in investing in either of them. The funds are an equity fund, consisting of a diversified portfolio of common stocks, and an income fund consisting of diversified bonds, mortgages and preferred stocks.

Jack Wyatt Named VP

Simmons-Boardman Publishing Corp. has appointed Jack Wyatt a vp. Mr. Wyatt was formerly sales manager of the *American Builder*.


You'll enjoy flavor to "spare," says Mr. Smooth to Mr. Silk
Kessler goes down smooth as silk, the flavor's fine and rare
It never burns and never bites the taste's beyond compare!
$2.70
$4.30
SMOOTH AS SILK
KESSLER

SMOOTH—*B&w ads will be used in more than 100 newspapers in a new campaign for Kessler-Hunter Distillers' "Smooth As Silk" Kessler whisky. "Mr. Smooth" and "Mr. Silk" will discuss in jingle form the virtues of Kessler whisky. Warwick & Legler, New York, is the agency.*

Last Minute News Flashes

'Digest' Denies Ordering Unfavorable Outdoor Story

PLEASANTVILLE, N. Y., Feb. 26—*Reader's Digest* yesterday disputed a statement by the Outdoor Advertising Assn. of America that writer Charles Stevenson told OAAA officials he was given an assignment to write an article "unfavorable to the [outdoor] medium" (AA, Feb. 22). Alfred S. Dashiell, *Digest* managing editor, told ADVERTISING AGE: "Stevenson, now in Africa on assignment, received no such instruction and made no such statement." The *Digest* said Mr. Stevenson cabled that he told "admen" that "unless they could supply evidence I have to set down facts as [I] found them. All they gave me was [a] threatening letter and printed material that is meaningless in light of investigation." The OAAA today replied: "We stand by our original statement." Mr. Stevenson's article, "The Great Billboard Scandal of 1960," is in the March issue of the *Digest*.

NBC Signs to Buy KTVU; KRON-TV Protests

SAN FRANCISCO, Feb. 26—NBC has contracted to buy KTVU in Oakland for approximately $7,500,000 from San Francisco-Oakland Television Inc. The sale has been protested by the Chronicle Publishing Co., owner of KRON-TV, the current NBC affiliate here, which the network sought to acquire before buying KTVU. This transaction is the last in a three-way shift which followed the Justice Department consent order requiring NBC to rid itself of its Philadelphia stations. A deal for a tax-free exchange of these stations (WRCV and WRCV-TV) for RKO General's WNAC and WNAC-TV, Boston, and the sale of NBC's WRC and WRC-TV in Washington to RKO for $9,500,000 is awaiting FCC and Justice approval. Charles D. Thieriot, president of the Chronicle Publishing Co., said, "We are not going to stand still and let NBC arbitrarily grab a television audience we have built up for them. The sale raises questions of whether any tv station can survive against the economic power in the hands of the networks."

Roettger Is Wilson Ad Manager; Other Late News

• **Donald E. Roettger** has joined Wilson & Co. as advertising manager. Mr. Roettger, formerly an account executive at John W. Shaw Advertising, will be assistant to Harry Barger, who has been promoted to advertising director.

• **Stockholders of Silex Co.**, Chicago, Feb. 26 approved an agreement of merger with Proctor & Schwartz and Proctor Electric Co., Philadelphia. The new company is to be called Proctor-Silex Corp. Directors of Silex and directors and stockholders of both Proctor companies earlier had consented to the merger. It has not yet been decided whether the agency setup will be changed. Weiss & Geller, New York, handles Proctor Electric, Robert S. Kampmann Jr. Agency handles Proctor & Schwartz (maker of equipment), and Bozell & Jacobs, Chicago, handles Silex.

• **International Shoe Co.**, St. Louis, a heavy spot tv spender, is making its first tv network buy with the placement of a $250,000 order on NBC-TV's "Jack Paar Show" for the 1960-61 season. Krupnick & Associates, St. Louis, is the agency.

• **All-Alaska Broadcasters**, Anchorage, has purchased Midnight Sun Broadcasting Co. of Alaska for $1,200,000, subject to approval of the Federal Communications Commission. The purchase includes KFAR and KFAR-TV, Fairbanks; KENI and KENI-TV, Anchorage; and KTKN, Ketchikan. All-Alaska is headed by Alvin O. Bramstedt, who has been general manager of the Midnight stations. New stockholders are comprised chiefly of Midnight's personnel and other Alaskan business men. Largest share of the Midnight company was formerly held by the Lathrop Co., headed by Harry J. Hill, who also served as Midnight's president.

• **Martin Schrader** has resigned as vp and account supervisor of Alfred Auerbach Associates to join Hearst Magazines as director of sales promotion and merchandising for *House Beautiful*, effective March 1. He succeeds George Fine, who has resigned.

• **George F. Grove Jr.** has been appointed advertising manager of Glidden Co.'s Durkee Famous Foods division, Cleveland. He was formerly assistant advertising manager and before joining Durkee in 1959, he was an account executive with Fuller & Smith & Ross for seven years. Mr. Grove succeeds Frank J. Daniels, who was recently appointed to the newly created post of director of marketing.

• **J. Walter Thompson**, Montreal, has been named to direct the advertising of the Canadian Mink Breeders Assn., Toronto. The account is estimated to involve $200,000 in annual billings. The organization previously had an advertising tie-in with the U. S. Mutation Mink Breeders Assn.

• **George Sinclair**, vp of operations of MacLaren Advertising, Toronto, is expected to be named assistant general manager of the agency next week. In other major appointments, Allan J. Scott will be named vp of account management in charge of Toronto office accounts, excluding General Motors, and George Elliott will be named vp of creative services.

• **Golden Point Drive-In System**, Chicago, has named Ray C. O'Keefe Advertising, Chicago, as its agency. Golden Point, which plans to expand its franchises from 29 to 77 by mid-summer, plans to invest about $200,000 in advertising this year. M. M. Fisher Associates, Chicago, is the former agency. The O'Keefe agency also announced the appointment of Frank H. Newton, formerly with Lilienfeld & Co., Chicago, as creative director—a new post.

• **Quaker State Oil Refining Co. of California**, Los Angeles, with distribution in eight western states, has named Gumpertz, Bentley & Dolan, Los Angeles, as its first agency. The company has an ad budget this year of more than $100,000. Kenyon & Eckhardt, New York, handles all advertising for the parent company, Quaker State Oil Refining Corp., Oil City, Pa.

• **Creditors of Bantob Products Corp.**, New York, maker of tobaccoless Vanguard cigarets, will meet March 10 to decide the company's future. In December (AA, Dec. 7) the company was snatched off the auction block by a group of creditors who filed under Chapter 11 of the Bankruptcy Act to reorganize the company. Benjamin Javits, former attorney for Bantob and a substantial stockholder and creditor, told ADVERTISING AGE that Vanguard may be reintroduced "after the product has been perfected."

Kellogg Tests New Request Pack, Aimed at Adult Market

BATTLE CREEK, MICH., Feb. 26—Kellogg Co. is test-marketing a new assortment package aimed at the taste buds of adults.

The Request Pack, which features two each of corn flakes and Special K, and one each of Rice Krispies and 40% Bran flakes, has been introduced in Florida, Chicago and Baltimore-Washington markets, accompanied by a large-space coupon ad which offers a refund of the purchase price.

Dan Scully, account executive with Leo Burnett Co., Chicago, Kellogg's agency, said the Request Pack idea grew out of a search for a package with adult appeal. Cereals in the pack contain no presweetened products, he said.

Kellogg is refunding the full purchase price of the Request Pack to those who clip the coupon ad and send it with a cellophane wrapper from the pack.

Kellogg's other assortments are Variety Pack, which contains 10 individual servings—some presweetened—and is considered a family package, and Handi-Pack, which holds eight individual servings of one type of cereal.

Mr. Scully said a decision to nationally distribute the Request Pack, if the testing is successful, would not be made until spring. #

Court & Oppenheim Formed to Publish 'Western Advertising'

SAN FRANCISCO, Feb. 25—Plans to form a new publishing company here, to be known as Court & Oppenheim Inc., were announced today by Allan J. Oppenheim, publisher of *Western Advertising*.

Donn R. Court, formerly president of California Outdoor Advertising, Oakland, will be president and general manager of the new company. Mr. Oppenheim, publisher of the magazine since 1946, will become chairman of the board and publisher.

For 13 years Mr. Court was with various divisions of the Kendall Co., the last six with the Bauer & Black division in Chicago as marketing executive. He joined Cutter Laboratories, Berkeley, in 1946, as general sales manager and later became vp in charge of marketing.

Mr. Court left Cutter after ten years to become a principal in Wank & Court & Lee, San Francisco. In 1957 he joined California Outdoor. #

Lambe & Robinson-B&B Adds Three New Accounts

Lambe & Robinson-Benton & Bowles, London, British subsidiary of Benton & Bowles, has been named to handle advertising for Philip Morris Ltd. (a B&B account in the U.S.) and Courage & Barclay, one of Britain's leading brewers. The British agency has also been appointed to handle advertising in Western Europe for the Florida Citrus Commission, another B&B account in the U.S.

In connection with the Florida Citrus appointment, Lambe & Robinson has established working affiliations with the Gumaelius agency of Scandinavia, the Brose agency of Germany and the Bureau d'Etudes Publicitaires of Switzerland. The agency already has working relationships with the Dorland agencies of France and Belgium—principally on Procter & Gamble business.

WCKR Names McGavren

WCKR, Miami, previously handled by Henry I. Christal Co., has named Daren F. McGavren Co. as its national representative.

Retail Groups' Attack on Unified Retail Statistics Spikes Census Plan

Senate Unit Bars Funds for New Statistics After Retailers' Testimony

WASHINGTON, Feb. 25—The government's effort to unify its retail marketing statistics was spiked—at least temporarily—this week after users of statistics complained that they are being asked to take "a pig in the poke."

As outlined in the President's budget, the plan calls for concentration of all retail reporting in the Bureau of the Census. The controversial aspect involves the elimination of the 40-year-old Federal Reserve Board department store series and the creation of a new weekly census report covering department stores and the so-called "GAAFF" group—general merchandise, appliance, apparel, furniture and furnishings stores.

■ Government statisticians contend the change is needed because statistics currently are top-heavy with department store information, and skimpy on other branches of retailing. But retail groups, and the American Newspaper Publishers Assn.'s Bureau of Advertising told the Senate appropriations committee last Saturday they need assurance that the new series will produce at least as much local information as they are getting now.

Appropriations committee members sided with the retailers. Their report to the Senate knocks out all funds for expanded retail statistics at the census bureau, and suggests that government officials consult the users of statistics and come back later this year or next year with a new proposal.

■ Spokesmen for the protesting retailers told the committee they are in favor of one portion of the program: The proposal to increase census bureau coverage of retail and service trades, to support a balanced monthly report giving national and regional sales information for all important lines of trade.

Since the increase in the size of the census sample will provide the basis for the transfer of department store figures to the census bureau, retailers found themselves in a position where they had to ask the appropriations committee to intervene in the expansion of the national census figures, too.

Retail spokesmen told the committee they currently get information from Federal Reserve for department store sales weekly in 190 standard metropolitan areas, broken down by 100 merchandise lines. This information, a representative of BofA said, is exceedingly useful in planning promotion schedules, and is used effectively by newspaper advertising departments as well as stores.

■ Retail spokesmen said they welcome the proposal to develop a new report which will give weekly local sales for the entire GAAFF group, as well as department stores. But they said they have no assurance at this time that the report will cover more than 60 standard metropolitan areas, or that it will include breakdowns for more than 18 merchandise lines.

Dr. Raymond T. Bowman, director of budget bureau's division of statistical standards, told ADVERTISING AGE that the concerted retail attack on the unified retail program is exceedingly disappointing. He expressed confidence that differences over the amount of detail will be satisfactorily resolved, so that the program can go ahead. Dr. Bowman said one of the difficulties in arriving at a program stems from the fact that the Federal Reserve Board, which is to subsidize the collection of local retail information by the census bureau, is still negotiating with the bureau on prices.

■ Since the Federal Reserve is self-financing, its plans are not subject to budget bureau discipline or congressional determination.

He said the board has assured him it will continue to spend at least as much on department store information as it has in the past, but there is no agreement at this time between Federal Reserve and Census on the exact sum that will be needed, or the exact program that represents a minimum.

■ Dr. Bowman said one of the important reasons for the change is that the Federal Reserve's department store figures are based, in many instances, on less coverage than government statisticians respect. He says Federal Reserve knows this, but doesn't want to get any deeper into this kind of work.

By definition, the figures cover only independent department stores, and are not identical with the S.I.C. department store classification used for other government statistics, he said. Big chain department stores are not included in the merchandise line information. Moreover, he estimated that only 20 to 25 of the 100 lines covered by the report actually involve coverage of 80% of the independents.

■ "The new report would use the S.I.C. definition of department store, and would get 100% coverage. In addition, it would provide information about other GAAFF retailers which is not available in the Federal Reserve figures."

The compromise he now visualizes would provide the improved department store-GAAFF weekly information for 60 markets, and statistically sound department store figures for a large number of other markets. The reports would cover about half as many merchandise lines, but would be more accurate. Dr. Bowman also indicated interested business men might be able to buy further information for some markets from Census at nominal prices.

■ In testimony before the appropriations committee, Royland Jones Jr., president of the American Retail Federation, complained that the first his people knew about the impending change was in November, when they got only a hint that changes were coming. As recently as Dec. 10, he said, they got only a skeleton summary of the proposal.

Retail groups suggested that at least three years will be needed for a transition to a new "balanced" program. Myron Silbert, vp of Federated Department Stores, one of the protesting groups, said the GAAFF stores which are to participate in the new reports have not been consulted. "Because we realize many problems will be encountered in the extension of the figures to the stores other than department stores, we emphasize our recommendation that the Federal Reserve continue the department store portion during a three-year period, with census covering the other stores during that transition period and adding other stores." #

Adams Moore Felton Cranmore Shutts

COMPETITION—*Judges are caught in serious and happy moods at Associated Business Publications' annual business paper advertising awards competition. Shown here are Fred Adams, president of G. M. Basford Co.; Kenneth E. Moore, vp of Fuller & Smith & Ross; Arthur P. Felton, marketing director of American Brake Shoe; J. J. Cranmore, vp of the Lowerator division of American Machine & Foundry, and Herbert Shutts, of McCann-Erickson.*

Gillette, NBC Get 5-Year Extension on Baseball Rights

CLEARWATER, FLA., Feb. 25—Gillette Safety Razor Co. and NBC will continue going out to the ball game as a result of an extension in their contract with Baseball Commissioner Ford C. Frick for radio-tv rights to the World Series and all-star games for the five years from 1962 through 1966

The new agreement will extend the current contract which expires with the 1961 season. Gillette has agreed to pay $3,750,000 each year for the broadcast rights to the Series and the first all-star game of the season, compared with the $3,250,000 paid annually under the current agreement.

Should a second all-star game be scheduled during those years, Gillette and NBC have an option to purchase the radio-tv rights for that event. The razor company and NBC already have agreed to pay $250,000 for the second all-star game already scheduled for the 1960 season.

■ Commissioner Frick has reserved the right to renegotiate or cancel should a third major league be ready to enter the World Series during the span of the contract. A newcomer, the Continental League, plans to start playing ball in 1961 and anticipates it will be in a position to join the Series classic within a few years thereafter.

Gillette, which has continually been a backer of major sporting events, began its sponsorship of the World Series on radio in 1939 and on tv in 1947. In its annual report to stockholders released last week, Gillette reported 1959 advertising expenditures at $35,700,000, which represented about 17% of its net sales of $209,276,635.

Maxon Inc., Detroit, is the agency. #

Paine, Webber Supplement Placed by Former Agency

Paine, Webber, Jackson & Curtis, New York, investment company, used a 16-page four-color supplement in the Feb. 28 *New York Times* to talk about investments. It cost $48,000 for space and $12,000 for production. The supplement was placed by Doremus & Co., which was the company's agency until Paine, Webber switched to Albert Frank-Guenther Law in November, 1958. Luttrell Maclin, in charge of advertising for Paine, Webber, said Doremus was used for the supplement because he had had an excellent working relationship with the copy department at Doremus and that the Albert Frank copy department was undergoing personnel changes. Mr. Maclin said he "didn't want to run any risks."

R.O.P. Color Hikes Sales, Richmond Forum Is Told

RICHMOND, VA., Feb. 23—Success stories of newspaper r.o.p. color users highlighted a forum here today sponsored by Richmond Newspapers Inc., publisher of the *Times-Dispatch* and *News Leader*.

About 150 persons from media, advertisers and agencies heard the success stories from Frank Gatewood, advertising director of the *Washington Post & Times-Herald;* Clifford Wenthur, manager of r.o.p. color for the *Milwaukee Journal*, and Carl J. Nelson, head of his own research organization in Chicago.

They told of advertisers who used r.o.p. and tripled and quadrupled sales, compared with b&w ad drives.

Mr. Gatewood termed r.o.p. the "exciting plus" to go with the bread and meat that is b&w advertising. Too many retailers, he said, feel color is part of the "never, never land," whereas results from the process might be "beyond your fondest expectations."

■ Budd Gore, advertising manager of the *Chicago Daily News*, advised retailers to use newspaper color often and to relate it to packaging, stationery and basic store color.

Advertise only those items that will sell by themselves on the floor, Mr. Gore advised. He also advocated enlarging retail advertising staffs and paying better salaries, since these people direct the expenditure of large sums of money.

■ B. Allen Mays, advertising manager of the Hecht Co., Washington, praised newspaper color, but warned that the advertiser must be careful to use the correct color at the correct time and place. A well-merchandised b&w ad, he said, is better than "a poorly merchandised ad even if it were printed in all the colors of the rainbow." #

Chivas Brands Move to Y&R

General Wine & Spirits Co., division of House of Seagram, New York, will move its Chivas Regal scotch and Chivas Royal Salute scotch from Lynn Baker Inc., New York, to Young & Rubicam, New York, effective in mid-May. Shift of the two accounts, which billed an estimated $600,000 together, is in line with the consolidation of agencies for Seagram brands.

Sherman Luri Named VP

Maxwell Sackheim-Franklin Bruck Inc., New York, has appointed Sherman Lurie vp in charge of creative services.

Stone-Casting Dailies Live in Glass Houses, Says Charles Adams

GREENVILLE, S. C., Feb. 23—Newspapers should put their own advertising houses in order before they criticize other ad media, Charles F. Adams, exec vp of MacManus, John & Adams, said here last weekend.

In a speech before the Newspaper Executives Assn. of the Carolinas, Mr. Adams maintained that public confidence in advertising is on the wane, and he added that newspapers have been smug about this because so much of the criticism has been directed at other media.

"There has even been a good deal of front-page gloating about the Federal Trade Commission investigation into broadcast — and more than a little editorial sniggering about 'payola'," he said.

Mr. Adams suggested that "newspapers and magazines have an obligation to report malpractice wherever it might exist — but they also have the obligation of reporting it fairly and in the right perspective."

■ "The ethics of newspapers may soon come under fire in Congress," he said, quoting a Washington, D.C., news letter. "Legislators are getting complaints about pay-offs, 'payola' for plugging products, people, causes, just as in tv and radio."

He advised the newspaper men to take a look at their own medium "by going through your own newspaper and looking carefully at every advertisement for which you have accepted the coin of the realm.

"I wager there'll be at least one ad promising an immediate cure for some incurable human ailment. You'll probably find more than one that lives in the 'land of the asterisk'—where the low price in the headline magically doubles itself in the small print—or where the genuine camel's-hair coat mysteriously turns to 50% synthetic.

"Odds are you'll find at least one close-up of an underarm — a motion picture ad filled with a rape scene. And, incidentally, start at the back of your paper while you're at it — because I suspect that's where you've tried to bury more of them.

■ "I know what your answer is—'they're the exceptions.' And that's my answer, too. The overwhelming majority of television commercials are honestly presented by honest people selling honest merchandise. The overwhelming majority of radio commercials are well done and well paid for by fine manufacturers. It's the exceptions that are bringing about the present decline in public confidence and respect."

Mr. Adams contended that there are no more unethical admen than there are dishonest policemen, incompetent architects or inept doctors. "But advertising men must remember that all their sins are committed in public. They are found out and tried in the public consciousness almost at the very moment their crimes are committed," he said.

The responsibility of eliminating false advertising belongs to advertisers, agencies and media, Mr. Adams said. "It calls for more integrity—and a greater sense of ethics—and a better appreciation of the judgment and sensitivity of the public," he said. #

Kaplan Rejoins Weiss

Philip Kaplan has rejoined Edward H. Weiss & Co., Chicago, as media supervisor. He left the agency a year ago to enter the real estate field.

Howard Clothes' New Drive Puts Stress on Radio

Jingle Returns After 5-Year Lapse, Complete With Spanish Version

NEW YORK, Feb. 24—*La Etiquetita Howard, la Etiquetita Howard.*

You may not recognize him if your high school Spanish has become a little rusty, but that's the little Howard label who gained popularity a few years ago in a radio-tv commercial jingle. After an absence of five years the singing label will be returning to radio on March 14 in both an English version and a special Spanish adaptation designed to reach the large Spanish-speaking population of greater New York. The only reminder potential customers have had of the Howard jingle recently was in some tv commercials last fall, where the announcer presented the commercial message while the familiar refrain was playing. But there were no lyrics to the music.

Mogul Williams & Saylor, which has handled the Howard Stores Corp. account since January, 1959, conducted a consumer research survey over the past six months to test the recall of the label jingle. Through research analysts, hundreds of consumers queried in New York, Philadelphia and Chicago could recall at least a part of the jingle. People were questioned in or near Howard stores, as well as in other locations in those markets.

■ As a result of the research pointing up the infectious quality of the jingle, the Mogul agency decided to bring it back. Although Howard Clothes invested 90% of its broadcast money in television last fall, using radio only where tv time was not available, it was decided that it should concentrate all its labels in one basket for a heavy spring push.

Radio was selected because, being less costly than tv, a greater saturation could be achieved with the medium, Charles L. Rothschild, Mogul senior vp and supervisor of the account told ADVERTISING AGE.

For the spring schedule, which will run March 14 through July 17, about 60% of the budget will go into radio, with the remaining 40% earmarked for newspapers. Up to 33 spots per week will be used on each of 12 stations in the following markets: Boston, Lynn, Salem and Peabody, Mass.; New York; Buffalo; Philadelphia; and Orlando, Fla. The minute spots combine the jingle with live copy built around the theme, "Where else but at Howard's?"

■ The new jingles use the same music familiar to radio-tv audiences, but new lyrics have been added. Singer Dick Williams' voice is used in the regular version, as well as in a jazzed-up rendition aimed at the teen market. The jingle has been altered somewhat for its revival. It now goes:

"I'm the little Howard label
of national renown.
I'm seen inside the clothing
with the newest styles in town.
Every model—every fabric
Howard's got it just for you.
Get the smartest styles at Howard
And smartest values, too."

■ Elsa Miranda, the voice in the famous Chiquita Banana commercial, has recorded the Spanish version of the Howard jingle, "La Etiquetita Howard."

Large-space ads, up to 1,200 lines, will be used on the average of once per week in newspapers in 22 cities in the Northeast, Midwest and Florida. Copy in the print ads will be built on the "Where else but at Howard's?" theme. They will carry an offer of a money-back guarantee to customers who don't think that their Howard suit looks and feels as good as more expensive suits, Mr. Rothschild said.

"Our research also showed us the need for direct mail" with the Howard account, Mr. Rothschild explained. The agency had great success with an eight-page Christmas mailing and now is following it up with an Easter brochure which will be tied in with its radio and newspaper advertising. A Father's Day mailing also is being contemplated. Howard will run ads in a large list of shopping center newspapers.

■ Mr. Rothschild said Howard has not abandoned tv, which has proved so successful for the chain in the past. It is quite possible that the jingle may be returning to the tv screens in the fall if the current campaign proves successful.

Howard stores now number 91; they are concentrated in the Northeast, Midwest and Florida. #

Ad Council Might Alter Basic U.S. Attitudes: Repplier

NEW YORK, Feb. 23—The Advertising Council, with 18 years of service in war and peace behind it, would like a grant which would make it possible for the council to initiate needed campaigns.

That's what Theodore S. Repplier, president of the council, told its board of directors Thursday, in the process of presenting the annual report.

The success of the council in promoting such projects as religion in American life, better schools and financial support for colleges was cited as evidence of its ability to deal with large and abstract problems.

But what Mr. Repplier would like to see the council get going on is something quite different—American attitudes, "the attitudes of a people who have had it too good, too long."

■ If the council had a grant, it could find a proper sponsor.

"Enormous and difficult as is the job of slowly changing the American attitudes, I believe it could be done, given adequate funds," Mr. Repplier said. He thinks he detects in America "a restlessness with present standards which could be harnessed and utilized. I think a good many people are getting fed up with dishonesty and phoniness and with extreme success worship. I think they are getting a little weary of status symbols and a little cynical about cynicism."

He said he believed that cooperation of many groups "from schools to channels of communication" could be obtained, and changed attitudes brought about. #

Krautter Joins Ayer in Chicago as New Business Head

L. Martin Krautter has joined N. W. Ayer & Son, Chicago, as head of new business development. He succeeds William B. Carr, who resigned last November to become president of Million Market Newspapers (AA, Nov. 23).

Mr. Krautter formerly was exec vp and head of the Chicago office of Klau-Van Pietersom-Dunlap until his resignation last November. Prior to joining KVPD in 1958, Mr. Krautter was an account supervisor for Maxon Inc. and Henri, Hurst & McDonald.

OLD AND NEW—*Harry Crawford (left), Crawford & Porter, Atlanta, retiring chairman of the board of governors of the Southeast council of the American Assn. of Advertising Agencies, describes the rigors of the job to the incoming chairman, Douglas H. Connah, Tucker Wayne & Co., Atlanta.*

Advertiser, Agency Primarily Responsible for Ads; Media Should Assist, MPA Asserts

NEW YORK, Feb. 24—The Magazine Publishers Assn. today served notice that—as far as magazines are concerned—primary responsibility for truth and taste in advertising rests with advertisers and agencies, not media.

In a carefully worded, four-page statement, the MPA said that because of "recent discussions" on improper advertising, it "felt it desirable to make a statement on behalf of the magazine industry." It did not elaborate.

The MPA said it invited representatives of the Assn. of National Advertisers and the American Assn. of Advertising Agencies to a meeting Feb. 16 to hear the respective positions of the two ad groups on matters of truth and taste in advertising.

The MPA statement quoted Donald S. Frost, chairman of ANA, as stating, "In matters of taste, the responsibility is primarily the advertiser's, but cooperation by other groups in the business is needed."

In addition to Mr. Frost, William E. Steers, chairman of the Four A's magazine committee, appeared before the MPA and outlined the functions of the Four A's copy interchange program, in which print and broadcast ads are subject to objection and review by ad groups subscribing to the interchange.

■ In its statement, the MPA said it "applauds enthusiastically" the policies of the ANA and Four A's.

"Advertisers and their agencies have, through their trade associations," the MPA continued, "assumed the primary responsibility for advertising copy. This seems proper and necessary because their products and services are offered to the consuming public in messages over their signatures, paid for by them."

The MPA statement concluded by citing various ad copy clearance procedures of magazines, such as those used by individual publishers and by the copy clearance committee of the Magazine Advertising Bureau of MPA. These procedures enable the magazine advertising industry to "give advertisers and agencies the best possible support in their programs of adhering closely to truth in advertising and encouraging good taste in advertising," MPA said. #

Arends Adds Four Accounts

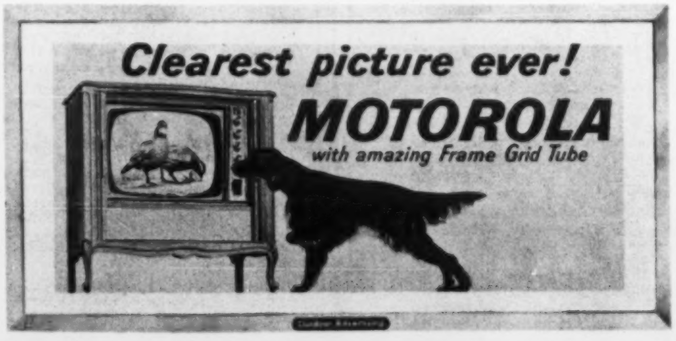
Donald L. Arends Inc., La Grange, Ill., has been named to handle advertising for Pelron Corp., Lyons, Ill., and its new division, AirThane Corp.; Talbert Trailers, Lyons; Star Chemical Co., Westchester, Ill., and Dallas, and Lindberg Steel Treating Co., Melrose Park, Ill. Pelron produces resins for the plastics industry and AirThane makes polyether foam cushioning for the furniture, bedding and auto industries. Star Chemical manufactures professional furniture finishing materials.

Names Robert Comfort

Robert H. Comfort has been appointed exec vp of the Pioneer ice cream division, Borden Co., Brooklyn. He was named a Pioneer vp last May and will continue as director of sales and advertising.

Perrygraf Names Meltzer

Perrygraf Corp., Los Angeles, designer and manufacturer of Slide-Charts, has appointed Richard N. Meltzer Advertising, Los Angeles, to handle its advertising.



LARGEST CAMPAIGN—*This is one of two posters being used by Motorola Inc., Chicago, during February to launch nationally the largest poster campaign it has used. The posters will be used simultaneously in each of nearly 300 markets. Leo Burnett Co., Chicago, is the agency.*

Everett Hencke, Anderson & Cairns VP, Is Dead at 38

PALISADES PARK, N. J., Feb. 23—Everett N. Hencke, 38, vp and executive art director of Anderson & Cairns, New York, died at his home here Friday of a heart attack.

With Anderson & Cairns since 1953, Mr. Hencke was elected vp in 1958. He was formerly president and art director of Hencke-Wheeler Co. and had served with the old Charles Dallas Reach Co. (which, after several mergers, has become Reach, McClinton & Co.), Richard Chenault Inc. and Fuller & Smith & Ross.

A member of the Art Directors Club of New York and the National Society of Art Directors, he had taught advertising art at Pratt Institute and Columbia University.

GEORGE T. FIELDING

STAMFORD, CONN., Feb. 23—George T. Fielding, 76, a former General Electric Co. marketing executive, died Feb. 21 at his home here. Mr. Fielding had been market research director and second in command of the company's marketing division during his 20 years at General Electric. He left GE in the late 1920s.

He held 20 patents on electrical appliances, illuminated advertising displays and other items.

NICHOLAS F. LOUNDAGIN

LOS ANGELES, Feb. 23—Nicholas F. Loundagin, 52, retired San Francisco advertising executive, died here Feb. 20 after a short illness.

Mr. Loundagin had served for 20 years as West Coast ad manager of *Newsweek*, with headquarters at San Francisco, until his retirement in 1958. He left San Pedro Feb. 9 as a business consultant on a trip to the Orient aboard a Norwegian freighter. A day later he was injured in a fall on board ship and was returned to San Pedro. His death Feb. 20 was attributed to a liver ailment.

Prior to joining *Newsweek*, Mr. Loundagin was on the advertising staff of the *San Francisco News*.

JAMES EADS

CHICAGO, Feb. 24—James Eads, 57, who retired as assistant advertising manager of Kimberly-Clark Corp. in 1958, after 22 years of service, died here Feb. 22.

Mr. Eads joined International Cellucotton Products Co. in 1936 as editor of its house organ and stayed on when the company merged with the parent Kimberly-Clark in 1955.

Before going to International, he was a free lance copywriter; from 1927 to 1934 he was advertising manager of Marshall Field & Co.'s wholesale division.

LOUIS J. F. MOORE

NEW YORK, Feb. 23—Louis J. F. Moore, 75, former vp and sales manager of the Meeker Co., radio and television representative, died here Feb. 16.

He was promotion manager of the *New York American* and later editor of *American Druggist*. He left the Hearst Corp. in 1938 to go into radio advertising. He retired from Meeker in 1958.

HARRY L. ADAMS

NEW YORK, Feb. 23—Harry L. Adams, 75, retired vp of Advertising Distributors of America, died at a nursing home here Feb. 16. Mr. Adams had been New York sales manager of Kellogg Sales Co. and with Borden Co.

Jaffe Joins Selvin Agency

Jud Jaffe has been named vp and account supervisor of George A. Selvin & Co., Hackensack, N.J. He formerly was an account executive at Erwin Wasey, Ruthrauff & Ryan, New York.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 47,344

HELP WANTED

ADVERTISING ART SALESMAN

Experienced. Salary or commission. Established, well organized, top quality studio. Call WHitehall 4-7164 for appt. **ASTROGRAPHICS, INC. 200 E. Ohio, Chicago**

AGRICULTURAL ADVERTISING COPY WRITER wanted by large midwestern firm dealing in all types of agricultural merchandise. Knowledge of display design helpful. Good permanent position with talented, well-adjusted people. Write

Box 3418, ADVERTISING AGE
200 E. Illinois St., Chicago 11,Illinois

COMMERCIAL ART SALESMAN

to sell complete collateral Advg package from idea to printing for firm that has all the facilities & know-how **MI 2-6402 (Chgo)**

TOP
SPACE
SALES POSITION

.... now available on mass consumer magazine of major publishing company. A rare and rewarding opportunity for an alert, aggressive and successful salesman seeking his final move. Exceptional growth potential for right man. Salary plus. Chicago territory. Send resume and snapshot.

Box 3431, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING SALES

Leading building publication has important opening in Cleveland office. Michigan, Ohio, Pennsylvania territory. Salary, incentive, expenses, etc. A real opportunity with great future for a hard hitting salesman. Only those with business publication sales experience considered.

Box 3432, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

A FULL OPPORTUNITY IN ADVERTISING. A leading national creator & producer of direct mail advertising seeks representatives to secure and serve accounts in Chicago and in Northern Illinois. Unlimited earning potential! Position includes training. Sales and advertising experience preferred, however, most important is YOU. Write us about your interests & your background to:

Box 3435, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

UNUSUAL SALES OPPORTUNITY

for young man. Small well-established national organization with headquarters New York requires aggressive, educated trainee to sell advertising in industrial publications of highest quality. Salary commensurate with qualifications. All resumes held in strict confidence.

Box 3434, ADVERTISING AGE
630 Third Ave., New York 17, New York

Direct Mail Sales Expert—Immediate opening in sales promotion work, employment in Miami, Florida, with airline, developing scheduled and charter air cargo business. **Apply P. O. Box 48-535, Miami 48, Florida.**

Aggressive, growing agency has opportunity for creative man experienced in account service, emphasis on copy. Send complete detail, past and present employment, marital status, salary requirements, recent photo and examples of work. Personal interview if qualified. **BEALS ADVERTISING AGENCY, INC. 1503 N. E. 23rd OKLAHOMA CITY 11, OKLAHOMA.**

WANTED

Chicago trade magazine publisher wants personable young man to act as combination space salesman, publisher's representative and field reporter in the Midwest sector. Prefer man from Ft. Wayne-Elkhart-South Bend, Indiana area. Must have advertising or public relations background. Send resume; include salary, availability.

Box 3436, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARE YOU ON FILE with executive recruiting firms? Let these talent seekers know the job and salary for which you are available so they can call you when an opportunity arises. Exclusive, nationwide list of over 100 firms which do executive recruitment only $3.00 ppd. **Execaid, Box 2647 Dept. R, New York 17, N. Y.**

PURCHASING AND PRODUCTION SUPERVISOR

Large midwestern manufacturer of agricultural and industrial machinery requires a college graduate, preferably in his thirties and with experience, to supervise purchasing and production of printing in its Advertising Department. He should be strictly ethical, cooperative, yet firm when necessary. Send photo and complete resume. State salary requirement and availability.

Box 3437, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

ACCOUNT EXECUTIVE—ADVERTISING AGENCY agricultural background and experience

This job requires an advertising man who has a thorough knowledge of the business of farming and a genuine interest in it. He knows livestock and grain farming in particular, follows the markets, understands the farmers' problems. Knows instinctively the feed and equipment manufacturers' problems in selling to the farm market on the basis of the significance of current conditions.

The job itself involves the direct supervision of the agency's present agricultural accounts . . . plus the development of new business in this category—all with the solid support of an excellent medium-sized 4A agency, fully departmentalized, offering complete research, marketing, public relations services and an outstanding creative department.

Starting salary is above average and is justified by present agency farm business. The future depends on leadership and ability to use the agency's staff and facilities effectively in developing present and potential farm business.

Send letter and resume outlining your qualifications. Your reply will receive an answer.

Box 3433, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE

publicity .... editors
advg. managers .... copywriters
artists ...... media ...... production ...... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St. Chgo 3

DIECUTTING

Salesman; experienced steel rule diecutting and finishing, bindery handwork lithographed paper & cardb'd advertising. Also need young man to train for above; should have some experience in graphic arts or allied industry.
Ace Finishing Co. Chicago Mon. 6-4403

BARNARD'S
A Specialized Placement Service
ADVERTISING, PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard Mr. Pollard
WA 2-2306 220 S. State St., Chicago 4

CIRCULATION MANAGER. Opportunity for man with experience who is now circ. mgr. or asst. Will be responsible for circ. of two national bus. mags. Company over 55 years old. Salary subject to experience and background.

The Office Appliance Co.
600 W. Jackson Blvd.
Chicago 6, Illinois

IMMEDIATE SPOT FOR INDUSTRIAL WRITER!

Dynamic 4A Chicago Agency needs self-starting, imaginative copywriter for major national account. Must be pro with heavy experience in industrial machinery. Start now! Send resume, salary requirements to

Box 3449, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

GERMAN BUSINESSMAN, 38 years old, living in Hamburg, is looking for a further exclusive agency for new and specialized advertising display articles and machines for Western Germany and other European countries.
Reply under 8471 to William Wilkens, Hamburg 1, Germany.

POSITIONS WANTED

EXPERT FREE-LANCE COPYWRITING

Agencies . . . Ad Managers . . . Art Studios: Call me for "rush hour" service Versatile, professional, reasonable. Top references, samples. **HOLDEN—Na 2-6355 (Chicago).**

A.E. or AD MGR.

11 years of success as Brand Ad Mgr, Agency A.E. and Marketing Director. Caught in agency merger. Reputation for initiative, ingenuity and results.

Box 3438, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WEST COAST—CO., OR AGENCY

Willing to trade a little salary for a little better weather. BS adv, MS mkting. 3-co, 2-agency backgrd. Exp'd in copy, publicity, adv admin, sales & market research, sales promotion. Currently writer for big 10 consumer agency but strong industrial backgrd, too. Some agricultural. Age 35, 1 child. Detailed resume on request.

Box 3439, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE AD-PROMOTION MAN

only 36, with 10 years exp., plus BJ degree. Offers loyalty, hard work, ability —wants job with future at fair starting wage.

Box 3450, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AD MANAGER OR ASST. job sought by college grad with 5 years agency exp. in production, administration, account contact. Age 29. Resume upon request.

Box 3441, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

I KNOW A MAN

who combines two talents—administration and creativity with a practical background in research, sales and visual communications. I've watched him grow for 7 years as he bossed a general contracting firm, then founded his own award-winning ad photography studio. Now he's ready to take over a top creative-administrative job in a company or agency. He's going to pay off handsomely for somebody. **You?**
For details, write **L. E. Sissman, Box 107, Stillriver, Mass., or call CO 7-8550, Boston**

MEDIA & ADVERTISING RESEARCH

5 yrs. solid exp. in media & media research work. Strong statistical background, economic forecasting & sales analysis. Ph.D. in Econ. Age 36, married.

Box 3442, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ASSISTANT TO MARKETING V. P.

Young idea man 34, creative background, 10 years consumer goods experience. Exposed to all marketing functions. Heavy in advertising, sales promotion and merchandising. Familiar with market tests, research and publicity. Six years sales experience. Offer skilled, creative intelligence. Seek Southeast location with agency or manufacturer. 15,000+.

Box 3447, ADVERTISING AGE
630 Third Ave., New York 17, New York

10 Year Food Ad Man Available

Agency background, major food accounts; A.E. and Merchandising experience. Early thirties; family; Chicago but will relocate; under $15,000.

Box 3448, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

GROCERY/FOOD MKTG. SPECIALIST

with experience at 3 levels in grocery industry—mfgr., agency & major food distributor—seeks challenging spot at top merch. level or as brand mgr. or AE. Knows copy, merchandising & how to make promotions click. BA; age 30; family man. Chgo. based.

Box 3403, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

ESTABLISHED West Coast Publishers rep. has room for junior salesman (24-26). Sales or adv. exper. desirable. Only self-starters with imagination need apply. All confidences will be respected. Send resume.

Box 27 R 495, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

REPRESENTATIVES AVAILABLE

WANT MORE AD VOLUME?

If your trade publication needs exp. publishers rep with agency references for Ohio, Mich, Pa, NY write for details

Box 3423, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

Outdoor Advertising, Custom Sign, Display fabricating shop specializing ir raised letter work in wood, plastics metal. Excellent product acceptance results from giving top priority to design Winner of 6 national awards. Owns anc leases unique raised letter highway signs on 5 yr. contracts to top ratec firms. Gross rentals under contract wil exceed $38,000 next 4 years. Gross fron total '59 operations $37,000. Should b higher in 1960. In dynamic, industrial & resort community. Owners willing to sta until purchaser fully familiar with oper ation, customers, community. Ideal op portunity for man with selling, desig background. Price $26,000 or $40,300 incl modern 2200 sq. ft. bldg.

Box 3443, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLICATION WANTED. WEEKLY OI MONTHLY. CIRCULATION OVER 60,000 STATE AGE, DISTRIBUTION AREA STAFF SIZE, LAST THREE YEARS PROFITS, ASKING PRICE. ANSWEI

Box 3446, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INVESTMENT OPPORTUNITY

Successful publisher desires additiona capital for expansion of profitable prop erty in consumer and trade field. Shoul return investor 100% profit within 12 t 18 months. Write

Box 3451, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FOR SALE

Fresh $500,000 Tax Loss, National Mag azine Publicly Owned.

Box 3444, ADVERTISING AGE
630 Third Ave., New York 17, New York

PUBLISHER PLANNING TO RETIRE

Investigate converting your company to public issue. You retain control, receiv capital gains and guarantee managemen succession after retirement. Write.

Box 3445, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

FREE-CATALOG NO. 2 OF READY T USE ART OF LIVESTOCK & POULTR Contains 96-8 x 10 velox prints, with total of over 250 drawings of every typ of farm animal and bird. If you sell the farmer, you should have this Fr catalog in your file. Write today—**Job Andrews, 1504 Dodge Street, Omah Nebraska.**

Creative Advertising Director

No ordinary man will satisfy us. He can't. Our new Director of Advertising will be unusual in many ways.

He'll be the first man in this newly-created job . . . although our ad budget has been among "the 100 largest" for years.

Our man will take the bit in his teeth himself, for his VP boss-to-be will expect him to handle the job with minimum direction.

The new Director will be an idea man, a good administrator, a man able to lead both his own staff, and the supporting ad agency, into new, higher and sustained levels of creative advertising effectiveness.

He'll probably have grown up in either advertising agencies or company advertising departments, or both. He'll have been a brand manager, an account executive, or an ad manager.

He'll understand art, graphics, copy, media, research. He'll have deep experience in consumer advertising, aimed at selling products through supermarkets, drug stores. He'll understand how to create a pre-sold Mrs. Consumer.

Are you our man?

We're a 150 million dollar company selling a variety of products in the national grocery trade. We'll pay, for the man we want, what it takes, within limits based on his experience and potential. He'll be located in our vigorous Southcentral headquarters city.

If you think you are our man, send, in confidence, complete resume and salary history; tell us how and why you may be our man.

Box 947
Advertising Age
200 E. Illinois St., Chicago 11, Ill.

CLEVELAND ADVERTISING SALESMAN

The fastest-growing, most powerful magazine in the $9 billion missile industry is looking for one outstanding advertising salesman to become Cleveland manager. Excellent salary plus a liberal incentive arrangement. If you have real ability, energy, a successful record, and the desire to grow with us, please send your resume, in complete confidence to:

M. M. Cerick,
National Advertising
Manager, Missile Design
& Development
Engineers Building
Manhasset, New York

PRESENTATION EDITORS

for The Martin Company
Orlando, Florida

Creative professional men to assume responsibility for proposals, technical reports, brochures, and audio-visual material for entire missile and electronics programs. The ability to organize and communicate technical data is prime requisite. Experience in allied fields of printing, art, and photography helpful.

Journalism, English, or engineering degree is necessary.

Martin Orlando is prime contractor on five major weapon and electronics systems. A new $21-million plant provides a creative atmosphere for professional writers and editors. You and your family will enjoy 52 weeks of sunny Florida living in beautiful Orlando.

To qualify as a Presentations Editor, send a resume of your experience to Mr. John F. Wallace, Director of Employment, The Martin Co. Sec. 326, Orlando, Florida.

MARTIN
ORLANDO

AVAILABLE MARCH 15
TV COMMERCIAL WRITER-PRODUCER

Award-winning caliber, with long success record for originality, audience appeal and impact on widely diversified accounts. Coast-to-coast production experience, mostly film, covers 12 years of shrewd buying for top production values.

Able to function as highly efficient one-man TV Commercial Department, or as Department Director capable of inspiring and guiding TV Copy and/or Production staffs.

Home owner, but willing to relocate.

Box 966, Advertising Age 200 E. Illinois Street, Chicago 11, Illinois.

COPY CHIEF WANTED

Want a free hand to do the kind of creative job you can be proud of? Here is the opportunity for an aggressive young creative writer to spread his wings. Philadelphia office of leading national agency. National industrial and consumer accounts. Five to ten years experience. The salary commensurates with ability. Send resume. Write:

Box 964, ADVERTISING AGE
630 Third Avenue, N. Y. 17, N.Y.

ADVERTISING MAN WITH A FLAIR FOR FOOD!

If you know the food field and like to eat well here's a challenging opportunity with a sound long-established midwest advertising agency. You should have either an agency background or good sound advertising manager experience with a major food company. You'll be doing account service with a blue chip client. Strong company benefits go with the job. Interested?

Give us your qualifications. All replies held in strict confidence. Write:

Box 965, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRODUCT MANAGER

Excellent opportunity for Product Manager with expanding Midwest consumer goods manufacturer located outside of Chicago. Brand manager, sales promotion or product development background and experience in communications field necessary. College degree desired. Bonus and other benefits. For personal interview write, giving complete educational background, business experience and salary requirements. All replies in strictest confidence.

Box 960, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

AVAILABLE MARCH 1st

Experienced newspaper retail, national and classified advertising manager qualified to lead your advertising departments into higher linage productiveness. Ability to set realistic linage goals and obtain strong gains through seeing the picture from the overall operation. Administrator and planner, with cooperative employee attitude. This man has a strong sales record and background from the 100,000 to the 600,000 circ. He has a young family, owns his own home . . . excellent references with top level executives. Wishes to relocate with smaller newspaper in the 50,000 class and invites interview early in March.

Please call PArk 4-6037 (Glenview, Ill.) or write:

Box 963, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

WRITER

(Live a Little!)

Come with us and you'll work on the Eastman Kodak account.

If you know photography, so much the better. More important is that you know people and how to reach them with words. You'll have the opportunity to contribute ideas on all of our accounts. We work that way. Look us up in the "red book" to see what accounts we're talking about. You'll work with people who know that ideas are the important things in this business, and that those who have them are the important people.

You'll read the evening paper at 5:30, **at home**. You'll watch your kids grow up in one of the finest school systems in the country. You'll work on the outskirts of the city in our own modern building. (We have our own parking lot, too.) You'll be two stop lights away from the N.Y. Thruway . . . seven hours from Manhattan, an hour or so from Canadian playgrounds.

You'll be amid all the culture you can handle. You'll enjoy four seasons of sport and beauty. (There must be something you can do in the Adirondacks when you get tired of swimming in the Finger Lakes and taking pictures of Niagara.)

Our three offices are billing over $10-million and prospects are splendid. We pay well, have incentive programs, offer stock participation, and come equipped with all the other fringe benefit jazz.

Write and sell us that you're the man for the job.

P.S. You'll like our coffee machine, too.

Creative Director
The Rumrill Company, Inc.
1895 Mt. Hope Avenue
Rochester 20, N. Y.

DIRECTOR OF MARKETING AVAILABLE

Solid experience in Marketing components—Sales, Advertising, Merchandising, Research, Promotion, Product Publicity with 4-A Agencies, "blue-chip" Manufacturers, Retailers. Products, technical and mass-consumer, include hard goods, soft goods, food, chemicals, electronics. Advocate of "total marketing" concept as an aid to Management. Resist normal Agency role that is limited to commissionable advertising. Specialize in Marketing Management, including formal programming as a prelude to component-coordinated execution. Previous capacities include Sales Manager, Advertising Manager, Merchandising Director, Sales Promotion Manager, Agency Group Head, Plans Board Head, Account Executive. Employed by only six firms in 20 years. Age, 40. Married. Salary area: $20,000 plus. Resume upon request.

Box 959, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

WANTED ! !

Manager for Agency Radio and Television Dept.

Growing agency needs man capable of managing large dept. Must have thorough knowledge of radio and television buying, production and creative work. Must be able to represent agency in client meetings. Agency can offer right man an opportunity to work in pleasant surroundings away from the hub-bub of New York and Chicago. He will participate in bonus, profit sharing trust and many other personnel benefits. Salary will be commensurate with experience. Our employees know of this ad.

Send resume including salary expected to Box 951, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

Your confidence will be respected, of course.

DRAKE

AD MGR. — Heavy Capitol (tech.) Equip. large percent custom engineered—eastern location (Co. employs 27,000) able to take complete chg. $20-30,000

MGR. MKTG. SERVICES — 4A Ad Agency-high-level Industrial & consumer mktg. exp. Key spot $20,000

A/E — Top flight food exp.—ability to take over account—large agency.—many company benefits $12-15,000

COPYWRITER — demonstrated creative writing ability on diversified accounts for all media—well established midwest agency—excellent opp. to become creative dir. $12,000

ART DIR. — Seasoned pro. with executive ability—Blue Chip accounts in top 10 agency— $16-18,000

IRENE DAIKER
DRAKE PERSONNEL, INC.
29 East Madison • Chicago 2, Ill.
Financial 6-8700

Opportunity for

Market Research Director

A major food product manufacturer has an opening in its organization for a Market Research Director.

He will assume complete direction of product and packaging studies, consumer and dealer surveys, sales forecasting, special sales tests, Nielsen analyses, for a variety of national and regional consumer and industrial food products.

Salary open, with opportunity for further advancement for the right man. We are seeking a young man with at least an undergraduate degree, and some experience in marketing and in market research. He should be self-starting and capable of carrying projects to a conclusion on his own.

If you believe that you can qualify, send a complete resume, in confidence, to:

Box 948
Advertising Age
200 E. Illinois St., Chicago 11, Illinois

WOULD YOU LIKE TO OWN AN AGENCY "DOWN UNDER"?

● Is there an all-rounder planning to migrate to Australia, or is there an Agency wishing to obtain a foothold? Agency is small, solid, fully accredited, well regarded. Excellent potential growth. Present owner returning in the near future. Write us—we may talk the same language.

"AGENCY," Box 2255 U, G.P.O. MELBOURNE, AUSTRALIA.

PUBLIC RELATIONS MAN

If you are a seasoned public relations man with corporate or agency experience you will want to investigate this opportunity in the public relations department of one of the nation's top 30 agencies. Send resume to: Box 958, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

WRITERS

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Send qualifications to Box 957, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

TV's Magazine Concept Already Here: Erickson

(Continued from Page 1A)

tity by placing multiple brands on their shows, he claimed.

■ Mr. Erickson predicted that the advertiser control over programming will be lessened, with networks and producers deciding which shows will follow which.

With the major motion picture companies supplying more and more properties for television, Mr. Erickson said that a proper program balance will be assured as these movie giants and other big tv producers vie for time on the three networks on a competitive basis. The major leaguers, he enumerated, are Screen Gems, M-G-M, 20th Century-Fox, Warner Bros., Paramount, Desilu, Revue and Four Star Playhouse.

As an example of a successful arrangement of a motion picture company with a tv network, Mr. Erickson cited the case of Warner Bros., which supplies ABC-TV with about a third of its nighttime programming, or eight hours a week. He said both have benefited greatly from that marriage, and ABC has no control over the production and people at Warner. "Only one man runs the ship and that's the producer," he said.

Mr. Erickson was head of the Warner Bros. worldwide tv sales operation until he went into business for himself.

■ Why is the motion picture company important to the tv advertiser? Mr. Erickson explained that it can save the advertiser money because it has the capital and the casting material with many stars under contract, as well as a wealth of film properties and titles, sets and technical personnel.

Another speaker, John Burns, sales manager of M-G-M Television, agreed with Mr. Erickson that it is only a matter of time before the other major studios, as well as Warner Bros. and Columbia's Screen Gems, will be an important influence in tv programming. #

Zaiss Joins Tidy House

Sam R. Zaiss has been named director of advertising of Tidy House Products Co., Shenandoah, Ia., succeeding Philip A. Leekly, who has joined Foote, Cone & Belding, Chicago, as an account executive. Mr. Zaiss formerly was an account supervisor at Allmayer, Fox & Reshkin, Kansas City, and was assistant director of advertising and sales promotion for Tidy House from 1954 to 1957. Before joining Tidy House last April, Mr. Leekly was brand manager at Kimberly-Clark Corp. for Kleenex table napkins, a Foote, Cone account.

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SOUTHWEST FOUR A'S—*Admen from all over the Southwest had a chance to exchange views at the regional conference in Fort Worth (see story on Page 1B). In the first panel three executives from different Erwin Wasey, Ruthrauff & Ryan offices swap anecdotes: Ted Keady, Houston; James B. Briggs, New York, and Alex Pappas, Dallas. Rowland Broiles, head of Rowland Broiles Co., Fort Worth, and chairman of the convention, makes a conversational point with John H. Stewart, president, Glenn Advertising, Dallas, and new chairman of the board of governors. Relaxing at poolside during a program break were Dale Buckner, Buckner Advertising Agency, Lubbock; Mac Tichenor, KGBT, Harlingen, Tex.; Bobb Chaney, vp, Batten, Barton, Durstine & Osborn, Minneapolis, and Lowe Runkle, Lowe Runkle Co., Oklahoma City.*

Like U.S. Agencies, Latins Haunted by Commission, Rate-Card Problems

(Continued from Page 1)

largest agency in Latin America with billings of approximately $9,000,000.

Dr. Uslar Pietri, whose address was toned down considerably before delivery, noted that the main agencies in Venezuela are now locally owned and "have reached a superior grade of efficiency and development." And he then added what amounted to a "keep out" warning: "The acknowledgment that advertising in Venezuela has reached a high level of development today would lead one to believe that perhaps it would not be desirable nor practical nor necessary for foreign firms to consider entering the country."

■ U.S. agency representatives were dismayed at this line of attack but they discounted its importance, pointing out that these strident words should be "taken with a grain of salt."

It was considered significant here that such a ticklish subject as off-card rates should even be brought up. The attack on this media practice was led by forceful, outspoken Mike Martinez, manager of Young & Rubicam de Venezuela, which is generally regarded as the hottest shop in Caracas.

Mr. Martinez asked the convention to resolve that media should offer different advertisers the same price and the same discounts. No official convention action was taken on his proposal, but sentiments expressed in open debate indicated he had overwhelming support from the delegates.

■ One of his supporters was Edward Mazzucchi, former U.S. adman who is a senior executive of Publicidad Ars. Mr. Mazzucchi said he might possibly be fired from his agency for what he was going to say, but he had to point out that in different days during his long advertising career he had been paid anywhere from $30,000 to $100,000 for the same piece of work because of the varying commissions given by media.

Off-card rates were believed to be a particular problem for Venezuela where only two papers have sworn circulations and where major papers offer identical rate cards, regardless of circulation. Delegates from Brazil, Argentina, Chile, and Mexico told the convention they have solved this problem by now.

■ The sensitive question of agency connections with media was introduced by Roberto Protzel, manager of the McCann-Erickson office in Peru, who asked whether delegates considered such a connection "unethical." There was a stir in the hall at this question and the next three speakers vigorously denounced such practices as completely unethical. No one dared to defend the practice.

One of the main actions of the convention was the formation of a working committee to urge universities in all Latin countries to set up courses in advertising. This was a unanimous and highly popular step. The consensus was that one of the severe problems of Latin American advertising is the shortage of trained personnel.

■ There was a long discussion on the agency commission system. It was generally agreed that the agency is the arm of the advertiser, not the medium. The greatest applause seemed to greet proposals that the commission system be scrapped in favor of a fee basis setup worked out with the client.

S. W. Numann, ad director of the giant Philips of Holland, warned Latin Americans they were courting disaster by flooding radio and tv time with so many commercials. He pointed out that after a while the audience becomes commercial-proof and the value of the medium is greatly lowered. He put in a strong plug for the British system of unsponsored tv, with spots appearing only in natural breaks.

■ Joseph Novas, president of IAA's Caracas chapter and unanimous choice for president of the convention, welcomed delegates with the hope that the meeting would "contribute to the creation of a favorable image of the advertising industry and recognition of its role in raising the standard of living of people everywhere.".

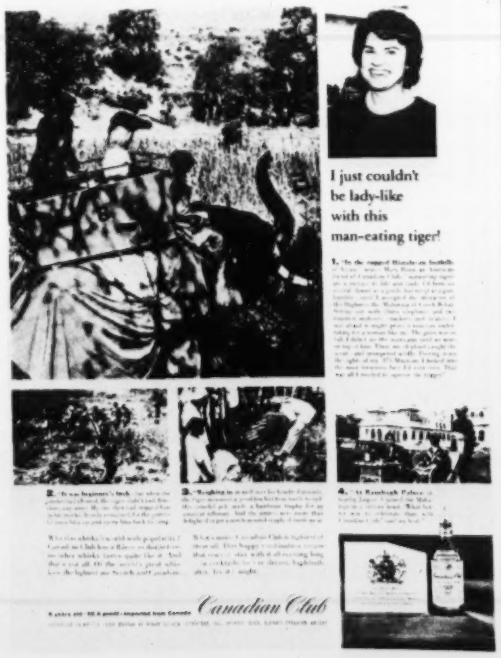
President Romulo Betancourt of Venezuela officially opened the convention, remarking that it was fitting that the first Latin American advertising conference should take place in a democratic atmosphere such as exists today in Caracas.

■ Of the 175 delegates present, 62 came from outside Venezuela. The biggest foreign delegation—15 persons—came from the U.S. McCann-Erickson was represented by four office managers. J. Walter Thompson Co. and Grant Advertising were conspicuous by their absence.

The U. S. delegation was headed by Elmo C. Wilson, president of International Research Associates and acting IAA president, who told the convention that IAA membership jumped from 668 in 1956 to 1,380 today. Mr. Wilson also revealed that the IAA plans to begin publication in June of a new magazine, *The International Advertiser*, which will carry advertising and which "will aim at becoming the authoritative publication for the advertising and marketing profession around the world." #

Birds Eye Names Mundy

William G. Mundy has been promoted to product group manager for prepared foods in the Birds Eye division of General Foods Corp., White Plains, N. Y. Succeeding him as a product manager is Thomas Hickey, formerly assistant promotion manager in GF's Post division, Battle Creek, Mich.


I just couldn't be lady-like with this man-eating tiger!
Canadian Club

FIRST — *Hiram Walker breaks a 25-year precedent in its "adventures around the world" series for Canadian Club in February in this ad in which a woman appears as the "hero" for the first time. She is Mary Hurn, female tiger-hunting guide.*

ABC Is 'Logical' Initiator of Talk on Circulation: ABP

(Continued from Page 1)

dent of the publications division of McGraw-Hill, suggested that one solution to the argument over business paper audits could be to let ABC audit paid circulation and Business Publications Audit of Circulations handle free, or controlled, circulation. His proposal was regarded by some as a major concession, coming from a top executive of a paid circulation publishing house (AA, Feb. 8).

■ Mr. Bond added at that time that there would never be a common audit, but "we could have a common auditing bureau" comprised of ABC and BPA people. He said such an ABC-BPA setup should be "mandatory" for business paper publishers.

■ Following is the complete text of ABP's statement:

"Because of the current widespread discussion of business paper circulation and distribution audits, the Associated Business Publications believes that its position on this subject should be stated.

"First, the ABP reaffirms its belief in audited paid circulation as the best measure of service to both readers and advertisers. It further reaffirms its intention to remain an association dedicated to servicing and promoting paid circulation business papers.

"Second, the ABP recognizes the desires of advertising buyers for comparable terms and methods used in auditing that will facilitate their examinations of audited business paper circulation and distribution data.

"Third, to accomplish this, the ABP believes that the Audit Bureau of Circulations is the logical body to initiate formal discussions which could lead to further standardization and comparability between terms and methods used in reports of audited paid circulations and other distribution methods.

"Fourth, the ABP believes it is of paramount importance that standardization of terms and methods should never lead to the qualitative reporting of paid circulation and non-paid distribution on the same form and under the same symbol, in a manner that could make them indistinguishable."

ABC BOARD MAY ACT AT MEETING MARCH 18

CHICAGO, Feb. 25—The board of directors of the Audit Bureau of Circulations will probably consider the statement of ABP at its next meeting, scheduled for New Orleans March 18, Alan Wolcott, exec vp of the bureau, told ADVERTISING AGE today.

"I know that a copy of the ABP statement has been sent to Bill Farrell, ABC board chairman and marketing director of Monsanto Chemical Co., St. Louis," Mr. Wolcott said, "but I also know that Mr. Farrell is in Mexico on vacation and won't return to the States until the March ABC directors' meeting.

"I assume he will bring the ABP statement to the attention of the board at that time.

■ "As for myself, it is my personal opinion that efforts to bring about greater uniformity and standardization of business paper auditing are in the best interests of advertisers, advertising agencies and publications."

While Mr. Wolcott declined to speculate on what might happen at the ABC board meeting, AA learned from other sources that it is likely the board will assign Mr. Wolcott's staff the task of setting up possible standards under which additional auditing of the free portion of present ABC members' circulation might be undertaken. #

Breast O' Chicken Drive Emphasizes Certification

Breast O' Chicken Tuna has launched a major campaign in magazines, newspapers and television to dramatize the difference between its product and competitors. Ads are headlined "because you can't see inside a tin of tuna" and announce that the fish is tested by U. S. Testing Co. and certified for quality, flavor and texture. All future advertising will feature the U.S. Testing seal. Advertising will run in 167 newspapers, nine magazines and on spot tv in more than 100 cities. The magazines are *Better Homes & Gardens, Everywoman's Family Circle, Good Housekeeping, Ladies Home Journal, Life, Look, McCall's, The Saturday Evening Pos* and *Woman's Day.*

Robinson, Fenwick & Haynes Los Angeles, is the agency.

Grey Gets New P&G Shampo

Procter & Gamble Co. has appointed Grey Advertising Agency, New York, to handle a new product, Ivory shampoo. The produc is currently being marketed in Watertown, N.Y., with the theme, "Dedicated to making yours the loveliest hair of all." Newspaper and spot tv are being used. Grey also handles P&G's Lilt permanent wave, Shasta shampoo, Ivory flakes and Big Top peanut butter.

Peck, McShay Promoted

Jack S. Peck, vp, and John E McShay, account executive, hav been promoted to senior vp an vp, respectively, of Curtiss, Quinlan, Keene & Peck, Indianapoli

Key to New Business Is Solo Sell: Briggs

(Continued from Page 1B)

that the next steps in the competition would come from the agency.

"We told him we would sell our services the way *we* want to sell them, not the way *you* want to buy them." Mr. Briggs explained that EWRR wants clients to have a "strong brand feeling about them, just as the agency believes it is important for the advertiser to know how we feel about his brand."

■ Agencies should assess their own goals, he asserted, and then go after accounts that fit their own agency outlook.

"First you have to ask yourself, 'How much business can the agency handle?'," Mr. Briggs said. "You're either damn good on a $50,000 industrial account, or on a $10,000,000 consumer account.

"Next, you ask yourself how much new business do you need to maintain the growth rate you have set yourself. At EWRR our conversion rate is one to ten. If we want $1,000,000 of new business, we've got to solicit $10,000,000.

"When you ask yourselves, 'How many prospects should I have?'," Mr. Briggs said, "the answer is, 'It's the kind of prospects, not the number'."

■ Before seeking new business, and as a preliminary step to making presentations, Mr. Briggs urged, agency officials should put down in written form the answers to some simple questions which—he pointed out—would require some pretty clear self-analysis.

"First, write down what you have to offer," he recommended. "Then, state how you are going about offering it. Next you need to ask yourself, 'Where does this agency want to go? What kind of an agency do you want to have?'

"And the key question is, 'What can you do that competitors can't do?' If you would start with that, when you're preparing a presentation, thousands of man-hours—and some very boring presentations—would be saved every year."

Sometimes an agency will win the final round in competitive presentations by noting small but significant facts that are of importance to the advertiser.

■ He told the story of a large commercial bank which awarded a $400,000 account to a competing agency (EWRR was one of three finalists, Mr. Briggs recounted).

"We were talking when we should have been listening," he said. "They picked up one key thing in the briefing that we missed. The advertising manager of that bank had a problem with his suppliers; he was getting lousy reproduction.

"Besides their regular presentation, that agency went into great detail about their attention to reproduction. They presented case histories of how they had compensated the original plates at the printing plant of every magazine that ran a major ad, in that particular case. They won the account."

■ Mr. Briggs also disclosed that EWRR prefers to have only one man make each presentation—'not a lot of people talking, and each one sitting down before the client has gotten acquainted with his voice."

EWRR presentations do *not* include anything about the agency itself. They offer the advertiser an opportunity, in advance, to find out all he wants to know about the agency. Then, in the presentation, they talk about the advertiser.

He disclosed, by way of example, what EWRR did to win the Canadair Ltd. account. Canadair is a subsidiary of General Dynamics, and both companies are also connected with the Napier engine company in England.

"Napier had borrowed a man from Canadair to screen us," Mr. Briggs recalled, "and had selected us for their agency.

■ "Later, when Canadair got disenchanted with their agency, we went to see them. We invited Canadair to interview our people, with us absent, to satisfy themselves about their qualifications.

"Then we told them we would have one man, talking for 45 minutes, at our presentation. He talked to Canadair about where they—Canadair—stand in the industry, offered a marketing plan, and told how EWRR proposed to handle their advertising.

"We also gave them some problems," Mr. Briggs said, "which they faced up to. After we got the account," said Mr. Briggs with a straight face, "I was very pleased because Canadair is located in a snowy country and I raise sled dogs for a hobby.

"The president of Canadair came up to me and gave me a picture of a team of my sled dogs. He said to me, 'I've been a great fan of your huskies for several years'."

■ Paul Foley, exec vp of McCann-Erickson Advertising (U.S.A.), attacked the industry use of norms and averages. Many agency people fail to realize they help a communicator yet are not a means of reaching buyers. He predicted an era of individualism during the 1960's which will require new approaches to reach familiar markets, as well as new markets.

"There's an almost pathological tendency today to seek a norm—more often than not, a quantitive one," Mr. Foley said. Averages help the communicator but averages don't reach people. The effective audience is one—one, at a time.

"Averages and norms are like a police lineup every morning—purporting to tell us how we stood—against some weary little average norm. Many a 6′ man has drowned in creeks averaging 3′ deep.

"All the tracks on graphs are simply the tracks of human beings in the vigorous, vital act of being human. Averages cannot communicate with averages," he said. "The only communication, finally, is the personal approach—person to person.

■ Agencies must convert the manufacturer's enthusiasm for the newness of a new product into advertising that will tell each person what it will do for the buyer," Mr. Foley said. As examples he cited two Coca-Cola ads, one of which was reported by *The Saturday Evening Post* to have had the most pulling power of any during the first half of 1959.

"It was a heart ad which, frankly, was the bane of every art director at McCann-Erickson," Mr. Foley said. "They thought it was too cornball. But the heart ad was the best known way to trigger those emotions we wanted to trigger."

An appeal to the stomach satisfied personal desires and wants on several levels, Mr. Foley recalled, in a Coca-Cola ad where the product was shown together with frankfurters in three fancy versions. The first version showed Coke and hot dogs standing together. In a subsequent revision, they made the ad more effective by showing the drink being poured—and by including the recipes for the fancy franks.

AD PAGE EXPOSURE—*Robert F. Hills, of The Saturday Evening Post, speaking before Chicago admen as part of a national presentation tour, outlines a new Politz study comparing the Post with Look and Life, while Polly Childs, a former Miss Colorado, presents an illustrative outline of her own.*

■ As evidence that the statistical, average approach does not sell merchandise, Mr. Foley cited a recent house ad which headlined, "The girl you love is 70.2% water."

"The ad continued on to point out that all of the facts that you can adduce about the girl aren't worth a hoot—as a love song," Mr. Foley said. "That calls for more intimate knowledge of the consumer." Then he added, "Incidentally, McCann-Erickson is trying to make the girl about 12% Coke."

Mr. Foley commented on a "philosophy of excellence," and defined it as "a professional way of life. It is the irresistible, constant urge to extend your worth, to top your topper. It's a stance.

"If you really work at it, you're likely to draw a little blood. You will hear your work constantly debated, with some debater asking if there isn't something a little safer.

■ "The philosophy of excellence can tolerate some errors, but it cannot tolerate inaction; or 10,000 excellent reasons why something can't be done. The philosophy of excellence is not entirely divorced from the bank account."

Mr. Foley had unhappy words for today's salesmanship. He backed his opinion with reports from a followup of 100 of the persons who appeared in the series of local testimonial ads for the 1959 Buicks.

The followup showed an average of 1,500 contacts—phone calls and other types. "But practically no salesmen decided these buyers of $4,000 cars would be good prospects for real estate and other products."

■ The Gamble stores will create three regional advertising "firsts" between March 10 and March 19 when they utilize the first regional live television network in history, and two three-page regional gatefolds in magazines.

Bobb Chaney, vp of Batten, Barton, Durstine & Osborn, Minneapolis, disclosed the plans in a talk about the opportunities in regional and split-run advertising.

The tv program will run in 70 markets on March 10, in a one-hour show starting at 7:30 p.m. on most of the 48 stations in three time zones, 8 p.m. on a few. There are 2,300 Gamble stores in 20 states, preparing an anniversary sale of appliances.

There were many pitfalls and problems involved in lining up the network presentation, Mr. Chaney disclosed.

■ "First we went to 48 stations to see if we could preempt one hour of prime time. Only five network-owned stations would not clear it.

"Tape at $500 an hour and film at $100 an hour would have run into real money," Mr. Chaney continued. "So we worked out a system of feeder stations, using the regular network lines."

Mr. Chaney also described how BBDO is working out "media markets" to replace the "sales areas" and "metropolitan markets" planning on which many manufacturers rely.

"Several BBDO clients are altering their sales areas and assignments of salesmen to conform with media markets," Mr. Chaney reported. "Others are revising the breakdowns of their sales figures to conform."

■ He pointed out that a lot of county statistics, media research and similar data aid a manufacturer in making his sales force more efficient when he matches it to media markets.

"It's moving ads one step closer to the markets this way," Mr. Chaney said. "If you know how many of your product—autos for example—are being sold in a given market, you can often figure out what the competition is selling. In some cases, you can also figure how profitable each market is for you."

Using Texas, Oklahoma, Louisiana and Mississippi for his example, Mr. Chaney reported that BBDO's surveys of media markets show that 38 stations will give complete coverage of 37 tv media markets; 48 radio stations will provide coverage of 29 radio media markets; 49 Sunday newspapers to cover 42 Sunday markets, and 50 daily newspaper media markets. There are 38 metropolitan markets in the four states.

"This media marketing approach requires a little more time and attention," Mr. Chaney admonished the group. "But you get what you want—when you know what you want."

■ There isn't any product or service on the market today that doesn't contain an element of news, Arthur H. (Red) Motley, president and publisher of Parade Publications Inc., told a luncheon audience.

"It is our responsibility to dig out what is the news in our product. We're the purveyors of news, and news is the most salable product in the whole world.

"There are certain things—your name, what you sell, and where to buy it, for example—that you cannot repeat often enough. There is news even in old products, for again and again, it is new to someone you haven't reached previously."

■ Mr. Motley cited a San Angelo furniture retailer who made money during the 1957-'58 recession years by year 'round page ads every week which kept his name and what he had to sell in front of people who had to buy some lamps, furniture and drapes; and of Chrysler dealers who had good sales during the generally poor sales of the 1957 and 1958 models "because they were getting across to the people of their local trade areas the news of what they had."

Public outcries against bad taste and bad practices in advertising have occurred in the past, and will occur again, Mr. Motley commented. "Don't let's apologize for what's been happening," he said. "Just let's make sure we're being vigilant; and keep on doing the kind of job that makes this economy worth living in."

He related what happened when he and a partner took over *Parade* in 1946, after the Sunday supplement took in [illegible] 800,000 and lost $750,000.

■ "We decided first of all to clean up *Parade*. We threw out 15 pages of advertising—junk—that had been paying full card rates, and got rid of those repugnant headlines. No one rushed in to fill the void. I shouldn't have expected to be paid just for being honest and intelligent.

"But I'm sure that if we had not taken that step in 1946 we would not be running $2,000,000 in General Foods advertising this year. It sometimes takes longer to make a buck the honest way, the decent way—but it's a sounder dollar, and it keeps coming back, and back, and back."

■ John H. Stewart, president of Glenn Advertising, was elected chairman of the Four A's group, succeeding Joseph B. Wilkinson, McCann-Erickson. Other officers elected were Ray Ackerman, Ackerman Associates, vice-chairman, and James P. Anderson, Fitzgerald Advertising Agency, secretary-treasurer. The two new directors are Robert Aylin, Aylin Advertising Agency, and Rex Webster, Webster-Harris-Welborn.

Monte Rosenwald, Monte Rosenwald & Associates, was elected president of the Southwestern Assn. of Advertising Agencies. Robert Wilson, Wilson Advertising Agency, was elected vp of the group. SAAA voted to hire a permanent, paid secretary-treasurer, and named Ira de Jernett, of Dallas, for the job.

Elected to the SAAA board of driectors were Mr. Wilson, Bob Burke, Bob Burke Advertising; Harvy Magnussen, Magnussen Advertising Agency, and Richard W. Mithoff, Mithoff Advertising.

■ Members of SAAA voted to separate their annual convention from that of the Four A's group, after three years of holding them at the same time and place. Emphasizing that their relations with the Four A's have been cordial, the SAAA directors agreed that they want more "shirt sleeve workshops" devoted to the problems of local and regional agencies. #

Mills Joins Meeker

Martin Mills, previously director of research and sales planning, Keystone Broadcasting System, has been appointed director of research at Meeker Co., New York, radio-tv station representative. He replaces Mimi Van Zelowitz, who has retired.

P.O. Rate Bill Gets Scant Aid from Congress Chiefs

WASHINGTON, Feb. 23—Postmaster General Arthur Summerfield got little encouragement last week as he tried to interest congressional leaders in a big postage rate increase bill.

Despite personal intervention of President Eisenhower in behalf of the department plan to eliminate the big Post Office deficit, Republican leaders attending a White House conference refused to promise action on the rate bill.

Meanwhile, a plan for the Postmaster General to brief the House post office committee on rate proposals failed to come off. Mr. Summerfield's tentative appointment with the committee was cancelled when Rep. Tom Murray (D., Tenn.), the committee chairman, was reported to be ill.

■ The rate bill outlined at the White House included 5¢ letters, 8¢ airmail and 4¢ postcards, plus substantial increases in second and third class rates.

The increases on letters and postcards would yield $409,000,000, congressional leaders were told. Also in the plan were proposals to raise $46,000,000 from second class and $85,000,000 from third class mail.

DISCUSSION—*Discussing plans for the second annual one-day Mid-America Industrial Advertising Conference March 10 at the Conrad Hilton Hotel in Chicago, jointly sponsored by the Chicago and Milwaukee chapters of the Assn. of Industrial Advertising, are Wes Rosberg (left), Buchen Co., Chicago, and general chairman of the conference, and Robert M. Darr, Franklin Advertising, Milwaukee. Both appear oblivious to Jo Ann McGowan, featured skater in the "Westward Ho" ice revue at the Hilton's Boulevard Room.*

On leaving the White House, House Republican Leader Charles Halleck (R., Ind.), and Senate Minority Leader Everett M. Dirksen (R., Ill.) refused to predict congressional approval.

■ Rep. Halleck did not commit himself, but Sen. Dirksen said he would give his personal support to the rate bill.

The $540,000,000 sought in the departmental proposals, unless offset by further increases in wages of postal workers, would largely offset the department's deficits, now estimated to be about $600,000,000 a year.

■ Details of the plan for increased rates on publications and direct mail advertising materials were not disclosed.

At current rates and volume, however, the 7.1 billion pieces of second class mail handled by the Post Office are expected to yield about $92,500,000 in revenue during the fiscal year, which starts July 1. The $46,000,000 mentioned in the department's plan would represent a 50% rate increase, if applied evenly to all second class users.

■ Rate increases levied in the 1958 rate bill were centered only on commercial publications, with non-commercial publications remaining at prewar rates. If the same formula were followed in another rate bill, the increases on so-called "profit-making" publications would have to be in excess of 50%. Only two of three "gradual" increases provided for second class in the 1958 bill are in effect at this time, with the third scheduled for Jan. 1, 1961.

■ The 18.5 billion pieces of third class mail which the Post Office anticipates in the next fiscal year would yield $501,000,000 at existing rates, including a $25-per-thousand minimum piece rate on bulk third class which will be effective July 1. The department's plan to raise $85,000,000 would presumably include further increases in the minimum piece rate for bulk third class to $30 per thousand. #

Britannica Boosts Dodge

John V. Dodge, managing editor of Encyclopaedia Britannica, Chicago, has been promoted to the new post of executive editor of all Britannica publications. His appointment follows the retirement of Walter Yust as editor in chief of the encyclopaedia set. Mr. Yust, who held the post since 1938, will continue as a consultant.

Lutz Joins Hayden

Robert G. Lutz, formerly market research manager and senior market analyst for two divisions of Olin Mathieson Chemical Corp., has joined Hayden Publications, New York, as market research manager, a new position.

IN SOUTHERN AFRICA

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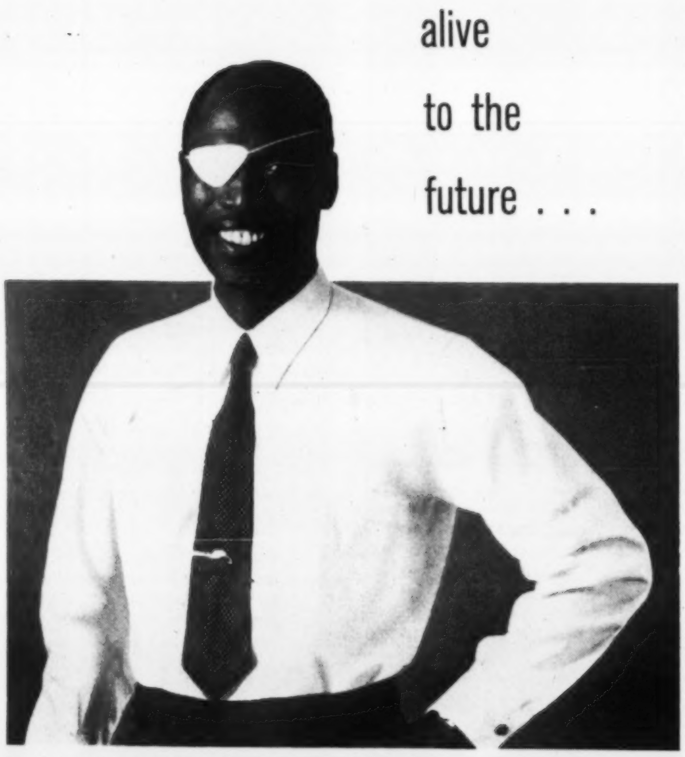
of trends
and
alive
to the
future . . .



with apologies to a well-known advertiser.

B W R knows what sells where, how, and to whom.

Bernstein, Wilson and Robinson (Pty) Ltd,
Head office, P.O. Box 1997, Cape Town.

Chain STORE Sales

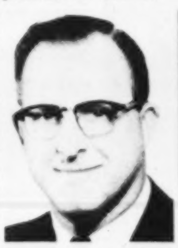
January

	January		% Gain or Loss			% Gain or Loss
	1960	1959		1960	1959	
FOOD CHAINS						
Colonial Stores	33,841,491	32,915,630	+ 2.8	—	—	—
[a]Grand Union	45,026,886	44,492,700	+ 1.2	549,214,977	488,609,015	+22.4
Jewel Tea	35,972,836	35,379,247	+ 1.7	—	—	—
Kroger Co.	140,464,369	142,186,472	— 1.2	—	—	—
National Tea	63,282,231	61,472,332	+ 2.9	—	—	—
Safeway	181,592,081	164,697,981	+10.3	—	—	—
Group Total	$500,179,894	$481,144,362	+ 4.0	$ 549,214,977	$ 488,609,015	+22.4
MAIL ORDER						
[a]Aldens	6,018,076	5,646,799	+ 6.6	114,682,148	98,419,644	+16.5
[a]Sears, Roebuck	271,262,654	271,008,882	+ 0.1	4,271,732,351	3,937,433,871	+ 8.5
[a]Montgomery Ward	73,470,430	68,277,635	+ 8.0	1,224,690,381	1,092,267,472	+12.1
Group Total	$350,751,160	$344,933,316	+ 1.7	$5,611,104,880	$5,128,120,987	+ 9.4
DRUG CHAINS						
Peoples	7,427,404	6,557,292	+13.3	—	—	—
Walgreen	23,623,100	21,594,045	+ 9.4	—	—	—
Group Total	$ 31,050,504	$ 28,151,337	+ 0.3	—	—	—
VARIETY AND MISCELLANEOUS						
Beck Shoe	4,707,177	4,284,065	+ 9.9	—	—	—
[b]Bond Stores	6,680,585	6,596,819	+ 1.3	49,132,014	48,839,354	+ 0.6
Butler Bros.	13,742,351	12,879,293	+ 6.7	—	—	—
Edison Bros.	7,635,877	6,860,196	+11.3	—	—	—
Fishman, M. H.	878,978	754,331	+16.5	—	—	—
Grant, W. T.	24,966,542	23,187,656	+ 7.7	—	—	—
[b]Grayson-Robinson Stores	3,715,348	2,930,323	+26.8	34,867,395	29,186,288	+19.5
[a]Green, H. L.	7,643,890	7,982,927	— 4.2	133,325,274	133,399,281	— 0.1
[a]Hartfield Stores	1,393,365	1,330,929	+ 4.7	24,402,333	21,683,826	+12.5
Howard Stores	2,876,879	1,877,279	+53.2	—	—	—
Kinney, G. R.	4,778,000	3,857,000	+23.9	—	—	—
Kresge, S. S.	24,342,902	23,716,206	+ 2.6	—	—	—
Kress, S. H.	8,402,486	9,582,519	—12.3	—	—	—
Lane Bryant Inc.	5,113,327	4,827,670	+ 5.9	—	—	—
[a]Lerner Stores	10,498,328	10,784,676	— 2.7	188,692,608	179,009,202	+ 5.4
[a]Mangel Stores	2,012,282	1,646,242	+22.2	53,684,223	42,243,829	+27.1
McCrory-McLellan Stores	9,672,500	10,484,433	— 7.7	—	—	—
Melville Stores	9,088,321	7,825,324	+16.1	—	—	—
Murphy, G. C.	13,983,053	12,683,587	+10.3	—	—	—
National Shirt Shops	1,043,046	1,084,768	— 3.9	—	—	—
Neisner Bros.	4,171,253	3,853,970	+ 8.2	—	—	—
[a]Penney, J. C.	92,293,429	84,368,116	+ 9.4	1,437,474,552	1,329,778,985	+ 8.1
†Shoe Corp. of America	6,652,630	5,977,184	+11.3	—	—	—
Western Auto	17,438,000	15,935,000	+ 9.4	—	—	—
White Stores	3,350,391	3,307,879	+ 1.3	—	—	—
Woolworth, F. W.	57,583,608	53,146,890	+ 8.3	—	—	—
Group Total	$344,664,548	$321,765,282	+ 7.1	$1,921,578,399	$1,784,140,765	+ 7
Combined Total	$1,226,646,106	$1,175,994,279	+ 4.3	$8,081,898,256	$7,400,870,767	+ 9.2

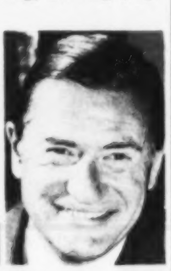
[a]12 Months. [b]6 Months. †The above figures do not include any sales of A. S. Beck Shoe Corp.

It Should Have Been Shaw: but It Really Was Bolgard

In a story about Shaw-Hagues, new ethical-pharmaceutical agency organized by John W. Shaw and David N. Hagues (AA, Feb. 22), ADVERTISING AGE ran pictures which were identified as Mr. Hagues and Mr. Shaw. Unfortunately, over Mr. Shaw's name the picture of Clifford Bolgard, vp of Compton Advertising, Chicago, appeared in error.



Clifford Bolgard



John W. Shaw

Here are the correct pictures of Mr. Shaw and Mr. Bolgard.

Hoffman Motors Opens Push

Built around the theme, "There's a Fiat to Fit," Hoffman Motors Corp., Beverly Hills, Cal., has launched a promotion in the West for the imported Fiat small car on behalf of 75 Fiat dealers in California, Arizona and Nevada. The campaign stresses Fiat's 18 models. Goodman Organization, Los Angeles, is the agency.

Billard Names Warwick

Warwick & Legler, New York, has been appointed to handle advertising for Billard High Protein diet supplement. This is the first food product for Billard Co., manufacturer of health equipment and automotive parts. A market-by-market introduction is planned for the protein tablet, using spot television and newspapers.

AAAN Hits Ad Rule by Government; Asks Better Self Policing

NEW YORK, Feb. 24—Advertisers, agencies and media were urged to do a better job of policing advertising in a statement issued here this week by 15 agency executives from 10 eastern states.

The statement, adopted by members of the eastern region of the Affiliated Advertising Agencies Network, said, "Advertising in bad taste will never be policed by government without serious harm being done to the advertising industry, including the abridgment of the right of free speech.

"At the same time, objectionable advertising, if it continues in the present volume, will seriously damage the reputation of advertising itself with the public, with a consequent loss to the public of the economic opportunities which a sound, vital advertising industry can contribute," the statement said.

The adman cited clothing, medical and entertainment advertising as the kinds most in need of self policing and pointed to the liquor industry as one which has done a good job of watching over good taste in its advertising. #

National Distillers Plans Push

National Distillers Products, New York, will launch the largest campaign in its 78-year history to promote Old Grand Dad with a four-color page ad in the March 7 issue of *U.S. News & World Report*. Ads will also appear in *Life, Look, Newsweek, The Saturday Evening Post* and *Time*. Other media to be used will include newspapers, business publications, special issues, outdoor posters, and point of sale. Kudner Agency handles the brand.

Flexibility—the worm could use more of it. LIFE's got plenty of it. Every week, flexibility makes it possible for LIFE's editors to bring the latest news in pictures (often in color) to 18,950,000 homes. This week, there's:

Flexibility in covering the opening days of the Winter Olympics at Squaw Valley—in a seven-page cover story that didn't close until Saturday midnight.

Flexibility at work for advertisers, too: This week, fast-closing ads by RCA and American Motors. Give us *your* plates on a Wednesday and you'll be selling to LIFE's big audience of quality homes just 7 days later. That's flexibility—just one of the many extras that come with "Advertised-in-LIFE", the most significant media symbol in selling.

Flexibility is a fact of ADVERTISED IN LIFE

KRON is TV in SF

San Franciscans are sold on KRON-TV

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ARB share-of-audience
Jan. '58 - Dec. '59

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